



# MGSM822

## Services Marketing

Term 2 North Ryde 2018

*MGSM Degree Programs*

## Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	8
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	9
<u>Graduate Capabilities</u>	11
<u>Changes from Previous Offering</u>	13
<u>Alignment with MGSM's mission-driven attributes</u>	14
<u>Attendance Policy (MGSM)</u>	14
<u>Content Disclaimer</u>	14

### Disclaimer

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## General Information

Unit convenor and teaching staff

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Credit points

4

Prerequisites

MGSM820

Corequisites

Co-badged status

Unit description

This unit explores the important issues in the marketing of services including: the differences between marketing services and marketing goods; the importance of customer relationships in services marketing; the importance and measurement of quality in service provision; and the application of services in marketing principles in a range of diverse industries and sectors (such as professional services, the public sector, retail services, tourism, charities etc.). The unit will draw on the extensive marketing literature in the field, while exploring salient issues from both theoretical and applied views. An industry based project and case studies are important components of the course.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Demonstrate knowledge of services marketing theories and practices

Critically apply key concepts and theories to analyse problems and make recommendations

Analyse and argue a case using evidence, frameworks and enhanced critical thinking

Make and argue recommendations on a suitable course of action for improving service marketing situations

Be able to communicate disparate information in a way that enables others to make well-informed decisions.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Group Case Study presentation</u>	20%	No	TBC. Weeks 2-10
<u>Group Contemporary Issue</u>	10%	No	TBC. Various. Weeks 6-10.
<u>Individual Project</u>	40%	No	Week 10
<u>Final Examination</u>	30%	No	11-16 June 2018

### Group Case Study presentation

Due: **TBC. Weeks 2-10**

Weighting: **20%**

Syndicate groups are required to complete a case study analysis and lead class discussion about the case study. The group will be required to analyse the case and answer the questions at the end of the case study. Cases will be identified in the first class.

**Length should be a maximum of 2 page summary of the case to be provided for each class member.** Please use 11 point font, line spacing of 1.5 and normal margins (2.54) for text. You may include appendices if appropriate but important tables, charts and graphs should be in the body. Appendices are references for the reader to refer to if interested, not primary evidence. It is the **quality not quantity** of analysis and writing that will be assessed.

Marking Criteria will be made available in class / iLearn

Late assignments will be penalised up to 10% per day unless you have successfully applied for special consideration. Applications for extensions must be made before the submission date, and will only be granted in exceptional circumstances.

On successful completion you will be able to:

- Demonstrate knowledge of services marketing theories and practices
- Critically apply key concepts and theories to analyse problems and make recommendations
- Analyse and argue a case using evidence, frameworks and enhanced critical thinking
- Make and argue recommendations on a suitable course of action for improving service marketing situations
- Be able to communicate disparate information in a way that enables others to make well-informed decisions.

## Group Contemporary Issue

Due: **TBC. Various. Weeks 6-10.**

Weighting: **10%**

Since marketing evolves so rapidly, it would be unrealistic to expect a textbook to be current, and to be completely locally orientated. Each syndicate will, therefore, be expected to make a class presentation (15-20 minutes at most, plus 5-10 minutes for questions from the class) on a services marketing topic that is currently in the news, as well as the distribution, to each class member, of a "management summary" (1-2 page max) on the topic, which should include the description of the topic, its relevance towards the subject of this course, and possible lessons that can be learned from the chosen topic. Sources for such topics are the business press, television, and contact with firms, among others. The topic can be anything relevant to services marketing today from controversial campaigns, to poor customer service through to new technology and its impact on marketing services. Try to make the topic as modern as possible, after all the idea of this assignment is to be able to discuss up to the minute issues.

Aim: The main objective of the topic presentation is to discuss a current topic in a lively and interesting way, so that the class will develop a deeper appreciation of the topic. I am looking for evidence of critical thinking, what are the key learning's that we can get from the topic? What does it prove/disprove?

### Assessment Criteria for Topic Presentations

Group: \_\_\_\_\_

Poor

Satisfactory

Excellent

Ability to attract attention

1

2

3

4

5

Choice of topic

1

2

3

4

5

Ability to sustain attention

1

2

3

4

5

Clarity of verbal expression

1

2

3

4

5

Passion/Enthusiasm in delivery

1

2

3

4

5

'Homing' in on the critical issue

1

2

3

4

5

Coherent exposition of ideas

1

2

3

4

5

Presentation of evidence to support argument

1

2

3

4

5

Generation of new insights

1

2

3

4

5

Time keeping

1

2

3

4

5

On successful completion you will be able to:

- Be able to communicate disparate information in a way that enables others to make well-informed decisions.

## Individual Project

Due: **Week 10**

Weighting: **40%**

Each student is to undertake an analysis of Service Quality for a company of their choice with the approval of the lecturer. Examples of companies and industries that may be suitable include:

- Airlines (e.g. Singapore, QANTAS, Virgin Australia)
- Banks (e.g. Westpac, NAB, ANZ, CBA)
- Coffee (e.g. Starbucks, McCafé, Coffee Club, Gloria Jeans)
- Department Stores (Myer, David Jones)

- Gyms (e.g. Fitness First, Curves)
- Insurance companies (e.g. AMP, NRMA, Allianz, AXA)
- Fast Food chains (e.g. KFC, McDonald's, Pizza Hut)
- Retail Fashion (e.g. H&M, Country Road, Just Jeans)
- Telecommunications (Telstra, Optus, Vodafone)
- Other industries can also be studied with approval by the lecturer. This may include your own organisation.

The task is critically evaluate the service quality at their selected organisation. The analysis should include:

- Internal Service Quality – Describe the human resource and related factors that influence how well employees are being served. What areas for improvement are required?
- Employee Satisfaction – How satisfied/happy/delighted are employees? What could be done to increase their satisfaction and in turn lead to greater employee retention and productivity? In particular, what components of the company's operating strategy and service delivery system need to be modified?
- External Service Value – How well is the customer being served? Are the target market segments clearly articulated? Is the service concept positioned to meet the target markets needs? How could service quality be improved? What about perceived service value from the customers perspective?
- Customer Satisfaction/delight – How satisfied/happy/delighted are customers? What could be done to increase their satisfaction and in turn lead to greater customer loyalty, repeat business and referrals?
- Revenue Growth and Profitability – Are there any other steps that could be taken to improve revenue growth and profitability that are consistent with the Strategic Service Vision framework?

The report should be **no more than 4,000 words** (excluding appendices). Please use 11 point font, line spacing of 1.5 and normal margins (2.54) for text.

Marking Criteria will be made available in class / iLearn

Late assignments will be penalised up to 10% per day unless you have successfully applied for special consideration. Applications for extensions must be made before the submission date, and will only be granted in exceptional circumstances.

On successful completion you will be able to:

- Demonstrate knowledge of services marketing theories and practices
- Critically apply key concepts and theories to analyse problems and make

recommendations

- Make and argue recommendations on a suitable course of action for improving service marketing situations
- Be able to communicate disparate information in a way that enables others to make well-informed decisions.

## Final Examination

Due: **11-16 June 2018**

Weighting: **30%**

Duration: **3 hours plus 10 minutes reading time**

Format: **OPEN-book examination**

Further exam details will be given in class.

On successful completion you will be able to:

- Demonstrate knowledge of services marketing theories and practices
- Analyse and argue a case using evidence, frameworks and enhanced critical thinking

## Delivery and Resources

### Required Textbook

No there no required textbook. There will be a series of textbook chapter readings, articles and case studies that will be provided in iLearn.

## Unit Schedule

**Weekly class – Thursday 6pm – 10pm (Starts: 5 April 2018)**

The unit will be presented over 10 weeks as follows:

If there will be additional resources, these will be available in iLearn

Sessions	Date	Compulsory readings will be available on iLearn
<b><u>Week 1</u></b> Course Introduction Service Management Marketing in the Service Economy	5 Apr	
<b><u>Week 2</u></b> The Service Encounter	12 Apr	



<b><u>Week 3</u></b> Customer involvement in the service encounter	19 Apr	
<b><u>Week 4</u></b> Managing customer relationships	26 Apr	
<b><u>Week 5</u></b> Service failure and recovery	3 May	
<b><u>Week 6</u></b> Managing service delivery	10 May	
<b><u>Week 7</u></b> Managing service capacity and demand	17 May	
<b><u>Week 8</u></b> Managing the Customer Service Function	24 May	
<b><u>Week 9</u></b> Service Leadership and Service Culture	31 May	
<b><u>Week 10</u></b> Customer service metrics Review	7 Jun	

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

#### Learning outcomes

- Critically apply key concepts and theories to analyse problems and make recommendations
- Make and argue recommendations on a suitable course of action for improving service marketing situations
- Be able to communicate disparate information in a way that enables others to make well-informed decisions.

#### Assessment tasks

- Group Case Study presentation
- Individual Project
- Final Examination

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcomes

- Demonstrate knowledge of services marketing theories and practices
- Critically apply key concepts and theories to analyse problems and make recommendations

#### Assessment tasks

- Group Case Study presentation
- Individual Project
- Final Examination

## PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

### Learning outcomes

- Critically apply key concepts and theories to analyse problems and make recommendations
- Analyse and argue a case using evidence, frameworks and enhanced critical thinking
- Make and argue recommendations on a suitable course of action for improving service marketing situations

### Assessment tasks

- Group Case Study presentation
- Group Contemporary Issue
- Individual Project
- Final Examination

## PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

### Learning outcomes

- Critically apply key concepts and theories to analyse problems and make recommendations
- Analyse and argue a case using evidence, frameworks and enhanced critical thinking
- Make and argue recommendations on a suitable course of action for improving service marketing situations

### Assessment tasks

- Group Case Study presentation
- Individual Project

- Final Examination

## PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

### Learning outcomes

- Analyse and argue a case using evidence, frameworks and enhanced critical thinking
- Make and argue recommendations on a suitable course of action for improving service marketing situations
- Be able to communicate disparate information in a way that enables others to make well-informed decisions.

### Assessment tasks

- Group Case Study presentation
- Group Contemporary Issue

## PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

### Learning outcomes

- Analyse and argue a case using evidence, frameworks and enhanced critical thinking
- Be able to communicate disparate information in a way that enables others to make well-informed decisions.

### Assessment tasks

- Group Case Study presentation
- Group Contemporary Issue
- Individual Project

## Changes from Previous Offering

Previously (year 2010), the unit used the following assessment:

- Individual case study
- Group case study presentation
- Group project service quality (interim presentation and final report)
- Final exam

Assessment were changed to the following:

- Group case study presentation
- Group Contemporary Issue (presentation)
- Individual Project
- Final Individual Assignment

## Alignment with MGSM's mission-driven attributes

**Leadership:** The unit develops skills required of leaders to synthesise a wide array of marketing information to make well-informed and robust decisions.

**Global mindset:** The unit enables learners to assess implications of decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders.

**Citizenship:** The unit enables application of an ethical and fair view approach to marketing decision making.

**Creating sustainable value:** This unit promotes a forward-looking perspective on the impact of decisions on the position and performance of an organisation.

## Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at <https://students.mgsm.edu.au/handbook>.

## Content Disclaimer

These unit materials and the content of this unit are provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.