



MGSM822

Services Marketing

Term 4 North Ryde 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Associate Professor

Dr Chris Baumann

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Contact via Email

4 Eastern Rd, 634

Thursday 3-5pm

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>Research Project</u>	40%	No	Session 7
<u>Case Study presentation</u>	20%	No	Sessions 9-10
<u>Final Examination</u>	40%	No	MGSM Exam Week

Research Project

Due: **Session 7**

Weighting: **40%**

This is an individual assessment task. Each student is to undertake an analysis of Service Quality for a company of their choice with the approval of the unit convenor. 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 unit convenor.

The task is to critically evaluate the service quality at the 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, productivity, and competitive productivity (CP)? 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? How can share of wallet (SOW) be increased?
- 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 2,500 words** (+/- 10%). Please use 12 point font, line spacing of 1.5 and normal margins (2.54) for text. Referencing style is APA.

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:

- 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

Case Study presentation

Due: **Sessions 9-10**

Weighting: **20%**

This is an individual assessment task. Each student is required to complete a case study analysis and present such to the class (including brief Q&A). The length of each presentation shall be 10 minutes. Cases will be identified in the second class.

At the start of the presentation, the presenting student must hand to the unit convenor:

- 2 page presentation summary report (with a formal title page with the title of the presentation, student name and student number – please don't forget that!),
- plus a copy of the presentation slides,
- plus a formal list of references (at least 10 references, APA style).

Please use 12 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 presentation slides. It is the **quality not quantity** of analysis and writing that will be assessed.

Marking Criteria will be made available in class / iLearn

If a student fails to present on the assigned date and time, zero marks will be assigned unless 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:

- 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

Final Examination

Due: **MGSM Exam Week**

Weighting: **40%**

It is a "closed book" final examination and it will be held during the MGSM Exam Week. All material covered in this unit is assessable.

You are expected to present yourself for examination at the time and place designated in the MGSM/University Examination Timetable.

Penalties: Failure to take the final exam will result in 0 marks for the exam. This penalty does not apply to students who have an approved Special Consideration application.

On successful completion you will be able to:

- Demonstrate knowledge of services marketing theories and practices

Delivery and Resources

There is no required textbook for this unit. However, there is a **recommended** textbook:

Lovelock, Ch., Patterson, P., and J. Wirtz, (2015), Services Marketing: an Asia-Pacific and Australian perspective, 6th Edition, Pearson.

Unit Schedule

Weekly class – Thursday 6pm – 10pm

The unit will be presented over 10 weeks with the following tentative Unit Schedule:

<u>Week 1</u> Course Introduction Service Management Marketing in the Service Economy
<u>Week 2</u> The Service Encounter
<u>Week 3</u> Customer involvement in the service encounter
<u>Week 4</u> Managing customer relationships
<u>Week 5</u> Service failure and recovery
<u>Week 6</u> Managing service delivery
<u>Week 7</u> Managing service capacity and demand
<u>Week 8</u> Managing the Customer Service Function
<u>Week 9</u> Service Leadership and Service Culture
<u>Week 10</u> Customer service metrics Review

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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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) 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

If you are a Global MBA student contact globalmba.support@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/.

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 - 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 outcome

- Demonstrate knowledge of services marketing theories and practices

Assessment task

- 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

- 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

Assessment tasks

- Research Project
- Case Study presentation

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

- Research Project
- Case Study presentation

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

- 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 task

- Case Study presentation

Changes from Previous Offering

Replaced group assessments with individual assessments. Upgraded the final exam from 30% to 40%.

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.