



# MKTG3002

## Services Marketing

Session 1, Weekday attendance, North Ryde 2020

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

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Please refer to ilearn

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Credit points

10

Prerequisites

130cp at 1000 level or above including ((MKTG202 or MKTG2002) and (MKTG204 or MKTG2004))

Corequisites

Co-badged status

Unit description

In competitive service markets, offering consistent quality and satisfying services are key challenges. These challenges drive intangibility, heterogeneity, credence qualities and high similarity among competing service offerings. Because of the nature of services, service marketers have to adopt strategies to market their service offerings which are different from tangible goods. There is a growing range of touchpoints, where customers experience service marketing techniques. Therefore, services marketers require a deep understanding of issues such as service design and delivery, service quality measurement and internal marketing. The focus of this unit is on developing students' knowledge of the specific characteristics of service offerings and service markets. Students will critically analyse and evaluate service offerings and service delivery processes. Students will develop the ability to create strategic options to improve service quality, satisfaction, firm performance and brand services competitively.

## 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:

**ULO1:** Critique and explain the specific characteristics of service offerings and service markets.

**ULO2:** Analyse and evaluate service offerings and their delivery to compete in a target market.

**ULO3:** Analyse and justify different strategic options to improve service quality, customer satisfaction and firm performance.

**ULO4:** Evaluate service marketing theories to solve services problems.

## Assessment Tasks

### Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

## General Assessment Information

*Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.*

*Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.*

## Delivery and Resources

### Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit\\_status](https://ask.mq.edu.au/account/pub/display/unit_status)

### TEACHING AND LEARNING STRATEGY

From Year 2020, the unit is delivered in a combination of weekly seminars/lectures (1 hour) and workshops (2 hours). Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions. Learning activities include individual and group tasks that are to be completed during private study and in the workshops.

Students need to read in advance of seminar sessions/workshops, complete preparatory work, be prepared to work in small groups and discuss the materials assigned.

The seminar/lecture notes will be posted on iLearn at <https://ilearn.mq.edu.au>.

The recording (video or audio) of lectures/seminars is not permitted.

## CLASSES

- There are 3 hours of face-to-face classes each week.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Attendance is important and attendance will be taken in class.
- Students are expected to arrive on time and not to leave until the class ends.

## TEXTBOOK

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.

## REQUIRED READINGS

Required readings will be posted on ilearn. In addition, the following journal articles are required reading:

Baumann, C., Elliott, G., & Burton, S. (2012). Modeling customer satisfaction and loyalty: survey data versus data mining. *Journal of Services Marketing*, 26(3), 148-157.

Baumann, C., Timming, A. R., & Gollan, P. J. (2016). Taboo tattoos? A study of the gendered effects of body art on consumers' attitudes toward visibly tattooed front line staff. *Journal of Retailing and Consumer Services*, 29, 31-39.

Baumann, C., Hoadley, S., Hamin, H., & Nugraha, A. (2017). Competitiveness vis-à-vis service quality as drivers of customer loyalty mediated by perceptions of regulation and stability in steady and volatile markets. *Journal of Retailing and Consumer Services*, 36, 62-74.

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of marketing*, 56(2), 57-71.

Buttle, F. (1996). SERVQUAL: review, critique, research agenda. *European Journal of marketing*.

Grainer, M., Noble, C. H., Bitner, M. J., & Broetzmann, S. M. (2014). What unhappy customers want. *MIT Sloan Management Review*, 55(3), 31.

Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Harvard Business Review*, 73(6), 88.

Kotze, T. G., & Du Plessis, P. J. (2003). Students as “co-producers” of education: a proposed model of student socialisation and participation at tertiary institutions. *Quality Assurance in Education*.

Lee, S. H., & Chow, P. S. (2020). Investigating consumer attitudes and intentions toward online fashion renting retailing. *Journal of Retailing and Consumer Services*, 52, 101892.

Lovelock, C. H. (1983). Classifying services to gain strategic marketing insights. *Journal of Marketing*, 47(3), 9-20.

Lucia-Palacios, L., Pérez-López, R., & Polo-Redondo, Y. (2020). Does stress matter in mall experience and customer satisfaction?. *Journal of Services Marketing*.

Michel, A., Baumann, C., & Gayer, L. (2017). Thank you for the music—or not? The effects of in-store music in service settings. *Journal of Retailing and Consumer Services*, 36, 21-32.

Patterson, P. G., Scott, J., & Uncles, M. D. (2010). How the local competition defeated a global brand: The case of Starbucks. *Australasian Marketing Journal (AMJ)*, 18(1), 41-47.

Savas-Hall, S., Koku, P. S., & Mangleburg, T. (2020). Consumers' Perception of Service Newness and Its Marketing Implications. *Services Marketing Quarterly*, 1-14.

## Unit Schedule

### Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit\\_status](https://ask.mq.edu.au/account/pub/display/unit_status)

Please refer to the Weekly Schedule on ilearn.

## 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.*)

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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.

## Changes from Previous Offering

MKTG3002 - Services Marketing is a new unit.