



# MMBA8022

## Services Marketing

MGSM term 4, Special circumstance 2020

*Department of Marketing*

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#### Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

#### Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff  
Associate Professor  
Chris Baumann  
[chris.baumann@mq.edu.au](mailto:chris.baumann@mq.edu.au)  
Contact via Email  
Room 164, 3 Management Drive  
Thursday 3.30pm-5pm

Credit points  
10

Prerequisites  
MGSM820 or MMBA8020

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:

**ULO1:** Demonstrate knowledge of services marketing theories and practices through analysing concepts and case studies.

**ULO2:** Critically apply key concepts and theories to analyse problems and make recommendations.

**ULO3:** Analyse and argue a case using evidence, frameworks and enhanced critical thinking.

**ULO4:** Make and argue recommendations on a suitable course of action for improving service marketing situations.

**ULO5:** Communicate disparate information in a way that enables others to make well-informed decisions.

## 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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Report</a>	40%	No	Week 6
<a href="#">Case study analysis</a>	20%	No	Week 8
<a href="#">Presentation</a>	40%	No	Weeks 10

### Report

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 6**

Weighting: **40%**

This is an individual assessment task where each student is to undertake an analysis of Service Quality for a company of their choice with the approval of the unit convenor. Cases will be determined in week 2.

Length: 2500 words

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 analysis

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 14 hours

Due: **Week 8**

Weighting: **20%**

This is an individual assessment task where each student is required to complete a case study analysis. The cases will be allocated in session 3. The details of case study analysis will be provided on iLearn.

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.
- Communicate disparate information in a way that enables others to make well-informed decisions.

## Presentation

Assessment Type <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 16 hours

Due: **Weeks 10**

Weighting: **40%**

The individual video report should concisely document the practical application of the relevant services marketing concepts and theories applied to a real-world problem the student faces in their workplace.

On successful completion you will be able to:

- Demonstrate knowledge of services marketing theories and practices through analysing

concepts and case studies.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

- Prerecorded lecture (on echo)
- Workshops
- Case study approach
- Theory applied to workplace scenario

Reading material will be posted on the iLearn site via Leganto.

## Unit Schedule

Please refer to 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/](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

There is no more Final Exam.