



MKTG3002

Services Marketing

Session 2, Special circumstances 2021

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	5
<u>Changes since First Published</u>	7

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff

Associate Professor

Chris Baumann

chris.baumann@mq.edu.au

Contact via Email

3 Management Drive, 164

Thursday 3.30-5pm

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2002 or MKTG202

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 with a focus on creating 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: Evaluate service marketing theories to solve services problems and communicate your solutions.

ULO2: Analyse and justify different strategic options to improve collaboration, service quality, customer satisfaction and firm performance.

ULO3: Critique and explain the specific characteristics of service offerings and service markets.

General Assessment Information

Late submissions of assignments

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a [Special Consideration request](#).

Unless a [Special Consideration request](#) has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

Assessment Tasks

Name	Weighting	Hurdle	Due
Video presentation on service problem solution	20%	No	Week 5 & Week 10
Report	40%	No	Week 8
Case Study Analysis	40%	No	Week 13

Video presentation on service problem solution

Assessment Type ¹: Media presentation

Indicative Time on Task ²: 12 hours

Due: **Week 5 & Week 10**

Weighting: **20%**

Students will submit 2 videos of up to 2 minutes each. Services marketing theories and problems will be addressed.

On successful completion you will be able to:

- Evaluate service marketing theories to solve services problems and communicate your solutions.

Report

Assessment Type ¹: Report

Indicative Time on Task ²: 24 hours

Due: **Week 8**

Weighting: **40%**

Students will write a 2000 word report that analyses a selected service organisation that is approved by the teaching team. Collaboration processes and practices will be assessed in conjunction with different strategic options for service improvement.

On successful completion you will be able to:

- Analyse and justify different strategic options to improve collaboration, service quality, customer satisfaction and firm performance.

Case Study Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 24 hours

Due: **Week 13**

Weighting: **40%**

In order to capture opportunities facing a service organisation, students are required to apply theoretical and practical knowledge to critique, analyse and solve challenges. Length: 2000 words

On successful completion you will be able to:

- Critique and explain the specific characteristics of service offerings and service markets.

¹ 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.

² 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

This unit is delivered in a combination of weekly seminars/lectures and workshops. 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.

Attendance is important and attendance will be taken in class (whether online or on campus).

Students are expected to arrive on time and not to leave until the class ends.

The seminar/lecture notes will be posted on iLearn at <https://ilearn.mq.edu.au>. This is also where required reading material will be listed.

Unit Schedule

Please refer to [iLearn](#).

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#) (<https://policies.mq.edu.au>). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central](#) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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 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>

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.

Changes since First Published

Date	Description
16/07/2021	Small editorial change.
15/07/2021	Updated late submission information due to Faculty requirement.