MKTG3002
Services Marketing
Session 2, Special circumstances 2021
Department of Marketing

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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
Some on-campus classes have moved online for the first two weeks of Session, before returning to campus in Week 3. If you are studying a unit outside of the primary Session 2 timetable, please contact your teaching staff team for further details.

Some classes/teaching activities cannot be moved online and must be taught on campus. To find out if you are enrolled in one of these classes/teaching activities, you can check to see if your unit is on the list of units with mandatory on-campus classes/teaching activities.

Your Unit Convenor will provide more information via an iLearn announcement when your iLearn unit becomes available.
## General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Professor Chris Baumann</td>
</tr>
<tr>
<td><a href="mailto:chris.baumann@mq.edu.au">chris.baumann@mq.edu.au</a></td>
</tr>
<tr>
<td>Contact via Email</td>
</tr>
<tr>
<td>3 Management Drive, 164</td>
</tr>
<tr>
<td>Thursday 3.30-5pm</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Credit points</th>
<th>10</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>40cp at 2000 level or above including MKTG2002 or MKTG202</td>
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<table>
<thead>
<tr>
<th>Corequisites</th>
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<table>
<thead>
<tr>
<th>Co-badged status</th>
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<table>
<thead>
<tr>
<th>Unit description</th>
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<tbody>
<tr>
<td>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.</td>
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## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at [https://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video presentation on service problem solution</td>
<td>20%</td>
<td>No</td>
<td>Week 5 &amp; Week 10</td>
</tr>
<tr>
<td>Report</td>
<td>40%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Case Study Analysis</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

**Video presentation on service problem solution**

Assessment Type: Media presentation

Indicative Time on Task: 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
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://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). 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).

**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](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/](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 Enquiry Service**

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

**Equity 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.

**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/)
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

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>16/07/2021</td>
<td>Small editorial change.</td>
</tr>
<tr>
<td>15/07/2021</td>
<td>Updated late submission information due to Faculty requirement.</td>
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