MKTG3002
Services Marketing
Session 2, In person-scheduled-weekday, North Ryde 2024

Department of Marketing

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General Information

Unit convenor and teaching staff
Unit Convenor
Prof Dr Chris Baumann
chris.baumann@mq.edu.au
Contact via Email
4 Eastern Road, 233
Thursday 3:00pm - 4:00pm

Credit points
10

Prerequisites
130 cp at 1000 level or above including MKTG1003

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 Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of ‘0’ will be awarded even if the assessment is submitted.

Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop activities</td>
<td>20%</td>
<td>No</td>
<td>Week 2 to Week 11</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>

Workshop activities

Assessment Type 1: Participatory task
Indicative Time on Task 2: 12 hours
Due: Week 2 to Week 11
Weighting: 20%

Workshop activities for 10 weeks, such as in-class exercises, class and group discussions, and other tasks, will be marked individually. Attendance will be taken at each workshop. In cases of misadventure, students do not need to submit Special Consideration cases for missing a workshop unless they miss five or more workshops with a valid excuse.

On successful completion you will be able to:
• Evaluate service marketing theories to solve services problems and communicate your solutions.

Report
Assessment Type: Report
Indicative Time on Task: 24 hours
Due: Week 8
Weighting: 40%

Students will write a 2000 word report that analyses a selected service organisation. 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: Case study/analysis
Indicative Time on Task: 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 lectures (pre-recorded), lectorials (on campus), and workshops (on campus or zoom).

Students are expected to be active and engaged learners, contributing to lectorials, workshop activities and discussions. Learning activities include individual and group tasks that are to be completed during private study and in the lectorials/workshops.

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

Attendance and participation are important and attendance will be taken in class (whether online or on campus) and in the lectorials. 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
- Assessment Procedure
- Complaints Resolution 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
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

Academic Integrity
At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support
Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

The Writing Centre
The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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
Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual
assault

• Social support including information about finances, tenancy and legal issues
• Student Advocacy provides independent advice on MQ policies, procedures, and processes

Student Enquiries
Got a question? Ask us via AskMQ, or contact Service Connect.

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 from Previous Offering
We new offer lectorials! They are run by the UC and will focus on current topics in Services Marketing, 'current affairs' and also discussion of assignments. We hope you will enjoy them!

Assessments have also changed to include workshop activities.

Unit information based on version 2024.04 of the Handbook