



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

Name	Weighting	Hurdle	Due
Workshop activities	20%	No	Week 2 to Week 11
Report	40%	No	Week 8
Case Study Analysis	40%	No	Week 13

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 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. 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 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 \(https://policies.mq.edu.au\)](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 \(https://students.mq.edu.au/support/study/policies\)](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 \(https://policies.mq.edu.au\)](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

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 now 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](#)