



MKTG3002

Services Marketing

Session 2, Online-scheduled-weekday 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

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 Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days.

Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension **before the due date**.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration.

Need help? Review the [Special Consideration page](#) for further details.

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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Evaluation of service performance	40%	No	22/09/2026	Individual	Yes	Open AI
Professional practice: Service opportunities and challenges	40%	No	30/10/2026	Individual	Yes	Open AI
Skills development: Reflecting on services marketing	20%	No	09/11/2026	Individual	Yes	Open AI

Professional practice: Evaluation of service performance

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 24 hours

Due: **22/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to create a service audit that analyses a selected service organisation. Collaboration processes and practices will be assessed in conjunction with different strategic options for service improvement. You will apply theoretical and practical knowledge to critique, analyse and solve challenges in services marketing.

Skills in focus:

- Communication skills
- Critical thinking and problem solving
- Discipline knowledge
- Work readiness

Deliverable(s):

Written report [max of 2000 words]

Individual Assessment

On successful completion you will be able to:

- Analyse and justify different strategic options to improve collaboration, service quality, customer satisfaction and firm performance.
- Critique and explain the specific characteristics of service offerings and service markets.

Professional practice: Service opportunities and challenges

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 24 hours

Due: **30/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to identify opportunities facing a service organisation by applying your knowledge of services marketing. You will use both theoretical and practical insights to effectively bridge theory and practice, and to critique, analyse, and address service-related challenges an organisation may encounter.

Skills in focus:

- Communication skills
- Critical thinking and problem solving
- Discipline knowledge
- Work readiness

Deliverable(s):

Written report [max of 2000 words]

Individual Assessment

On successful completion you will be able to:

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

Skills development: Reflecting on services marketing

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 12 hours

Due: **09/11/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to self-reflect, connect and apply theoretical knowledge across a range of services marketing topics, assisting you to synthesise key concepts in services marketing. You will engage in tutorial activities to showcase your understanding of services marketing theory in a reflection portfolio.

Skills in focus:

- Critical thinking and problem solving
- Work readiness
- Discipline knowledge

Deliverable(s):

Written Portfolio [max 1500 words]

Individual assessment

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

- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

This unit is delivered in a combination of weekly lectures (pre-recorded), lectorials (on campus), and tutorials (on campus or zoom).

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

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

The lectorial/tutorial 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 see [iLearn](#) for details.

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 \(https://policies.mq.edu.au\)](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 connect.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/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [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 the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit <https://students.mq.edu.au/support/technology/service-desk>.

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

No major changes.

Unit information based on version 2026.03 of the [Handbook](#)