

MKG211 Services Marketing

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2021 | Semester 1

USC Sunshine Coast
USC Moreton Bay
USC Southbank

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Service industries dominate the economy of most nations. Indeed, more than three-quarters of all new employment around the world is in the service sector in areas such as tourism, sport, telecommunication, finance, social networking and charities. This course examines key concepts, tools and models that underpin service success. The topics covered in the course include the distinctive nature of services, the importance of building relationships with consumers, designing successful services, and managing services for sustainability.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop – In-class tutorial	2hrs	Week 2	11 times
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop – Interactive zoom tutorial	2hrs	Week 2	11 times
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

1. Course overview Introduction to services marketing
2. Developing service products and brands
3. Consumer behaviour in a services context + Positioning services in competitive markets
4. Setting pricing and implementing revenue management
5. Distributing services through physical and electronic channels
6. Crafting the service environment
7. Promoting services and educating customers
8. Managing relationships and building loyalty + Managing people for service advantage
9. Designing service processes + Balancing demand and capacity
10. Complaint handling and service recovery + Improving service quality and productivity

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Demonstrate knowledge of the principles and concepts underlying services marketing.	Knowledgeable
2 Demonstrate creative and strategic thinking so as to make optimal decisions regarding services marketing and communicate this in an engaging manner.	Empowered
3 Use critical thinking to recognise, evaluate and solve services marketing problems	Creative and critical thinker

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

BUS105

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

This course provides early feedback to students in two ways. First, it has an exam in the first third of the semester, which provides students an indication of their progress in the course. Second, students will be provided feedback via the completion of tutorial worksheets throughout the semester.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Examination	Individual	25%	1.5 hours	Week 4	Online Test (Quiz)
All	2	Oral	Individual	25%	10 minutes	Week 7	Online Assignment Submission with plagiarism check
All	3	Report	Individual	50%	2,000 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Concepts Test

GOAL:	A concepts test will be conducted under exam conditions online in Week 4. The concepts test will examine your understanding of and capacity to apply services marketing concepts covered in the course to date.	
PRODUCT:	Examination	
FORMAT:	This is an individual assessment task. You will have 1.5 hours to complete the test and submit via Blackboard.	
CRITERIA:	No.	Learning Outcome assessed
	1	Recall, explain and apply services marketing concepts.
	2	Assessment criteria are mapped to the course learning outcomes. 1 2 3

All - Assessment Task 2: Service Audit Presentation

GOAL:	The purpose of this assessment is for you to conduct a service audit (analysis) of a service company of your choice. Typically, a service audit is a systematic analysis of a company's current service offering and marketing activities. The service audit should identify areas of strength and excellence but should also look to identify problematic areas of the service offering and opportunities for improvement or extension of the range of services.	
PRODUCT:	Oral	
FORMAT:	10 minutes maximum. Submission of presentation recording via Blackboard.	
CRITERIA:	No.	Learning Outcome assessed
	1	Knowledge of a service trend.
	2	Interrogate the relevant published literature, identifying and incorporating relevant services marketing theories.
	3	Demonstrate creative and strategic thinking so as to make optimal decisions.
	4	Effective and engaging oral presentation skills

All - Assessment Task 3: Service Strategy Report

GOAL:	Leveraging your analysis from Task 2, you will demonstrate the breadth and depth of your understanding of services marketing principles and concepts and your capacity to critically engage with and apply these to suggest improvements to a service organizations offerings.	
PRODUCT:	Report	
FORMAT:	This is an individual assessment. You will have 2 hours to complete the exam and submit online.	

CRITERIA:	No.	Learning Outcome assessed
	1	Recall, explain and apply services marketing concepts.
	2	Critical assessment of services marketing situations that results in accurate judgements and realistic solutions.
	3	Identify patterns and connections between topics and via an assortment of well-explained, relevant examples demonstrate a command of services marketing theory and practice

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Wirtz J and Lovelock C	2017	Essentials of Services Marketing	Pearson

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au