

School of Marketing and International Business

MARK 315 SERVICES MARKETING

Trimester One 2008

COURSE OUTLINE

Contact Details

Course Coordinator: Dr Janet Carruthers

Senior Lecturer in Marketing,
Room 1119, Rutherford House, Telephone 4636917

Email janet.carruthers@vuw.ac.nz.

Dr Carruthers is located in Rutherford House 1119 for student questions and discussions

10.30 – 12.30 pm on Tuesdays

Arrange an appointment if you would like to discuss Mark 315 outside of these hours.

Lectures and Tutorials

Lectures will take place at the following times:

Wednesday	9.30 am - 10.20 am	in GBLT3
Thursday	9.30 am - 11.20 am	in GBLT3

Tutorials will commence in week 3 of the course. Tutorial times to be confirmed and finalised during the first week of class.

Course Objectives

This course involves an in-depth exploration of services marketing, applying theory and practice not only to for-profit companies but also to marketing activities in government services and not-for-profit organisations. An understanding of the relevance and limitations of concepts and theories to understanding customers and developing marketing strategy in service organisations is developed through discussion of insights from academic articles, case studies and practical, real-life examples. Specific learning objectives are as follows;

1. To become more aware about the special nature and characteristics of services as well as more informed regarding service product strategic issues in services marketing, service encounter and marketing implications of service quality.
2. To become more knowledgeable about the ways services need to be marketed due to their special nature and characteristics
3. To gain insight into the challenges encountered by service marketing professionals as well as strategies and key success factors to enhance the effectiveness of services marketing in a broad range of private, non-profit and public sector service organisations.

Further the more general aim is:

- To **inform** you about the best current thinking on services marketing and management, through contemporary readings, current case analysis, guest speakers, and lectures.
- To **sensitise** you to services operations, service quality, and other elements of the services which customers and service providers experience.
- To **immerse** you in the services issues facing a particular service firm, so that you can apply your knowledge & skills in analysis and problem-solving.

Hopefully you will emerge from this course as a more knowledgeable services manager and/or consultant, a more demanding service consumer, and a more considerate and customer aware service provider. You may even have a very enjoyable time in the process!

Course Content 2008

Week	Lecture	Tutorials & Assessment Due Dates	Chpt
Week 1	Introduction to the course Introduction to services	No tutorials Task: Sign up for tutorials	1 LL
Week 2	Customer behaviour and service encounters	No tutorials	2 LL
Week 3	Service delivery and servicescape strategies	Tutorial 1 Class Discussion Form groups for the Service Blueprint Assignment	7 LL
Week 4	Customer satisfaction and service quality	No tutorials	3 LL

Week 5	International services marketing <i>Guest lecturer: Tim Beal</i>	Tutorial 2	14 LL
		CASE STUDY: Kiwi Experience pg 495	
Week 6	Understanding costs and developing a pricing strategy <i>Guest lecturer: James Richard</i>	Tutorial 3	8 LL
		CASE STUDY: An Incident in the Babies Room Case Study pg 513 Assignment Due: Hand In Service Blueprint Report	
Week 7	Developing a service product strategy	Tutorial 4	6 LL
		Service Blueprint Presentation	
	- MID TERM BREAK -		
Week 8	Managing people for service advantage & Target marketing and positioning	No tutorials Assignment due: Hand in Service Encounter Report	4,5 LL
Week 9	Communicating and promoting services	Tutorial 5	10 LL
		CASE STUDY: Perth Zoo pg 502	
Week 10	Handling customer complaints and managing service recovery	Assignment due: Hand in Service Experience Journal	13 LL
Week 11	Managing the customer service function/ relationships & Course Re-cap	Tutorial 6	11,12 LL
		CASE STUDY: Aussie Pooch Mobile pg 519	
Week 12	Test	No tutorials	n/a

Guests

Additional guest lecturers will be announced as the course progresses.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **14 hours per week** in reading, tutorial preparation, assignments and thinking about the course material. It is vital that you come to all course lectures and tutorials prepared. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these cannot be used as a substitute for coming to lectures or tutorials. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

Group Work

There is a group work component in this course. Students are requested to sign up for tutorials week one of the course. During the first tutorial (week 3), you will be asked to form groups of not more than 4 people. The group work component comprises writing a service blueprint report worth 10% and presenting the service blueprint Week 7 of the course. The total marks allocated for the group work is 15% as outlined in the assessment section.

Readings

The required course text for MARK 315 is: **Lovelock et al *Services Marketing* 4th ed. (RP, \$112.95), Available from VicBooks, Pipitea Campus.** The text provides an introduction to the core principles, concepts and marketing strategies specific to the services sector. For study purposes, you are strongly recommended to take notes from the Lovelock text. It is particularly important that you read assigned chapters **before** attending each lecture and tutorial. Advanced preparation and participation will play a vital part in your reaching the course objectives.

Assessment

MARK 315 is assessed by an external examination (40%) and internal work (60%). Assessment is structured as follows:

Assessment component	Date Due	Weighting
Final Exam - Closed book, 3 hour exam. <i>The Mid Year Exam period runs 2nd June to Wednesday 25 June.</i>	Date of the exam to be announced <i>Note: Students must be available during the entire examination period.</i>	40%
Service Blueprint Report	Friday 4 th April - Week 6	10%
Service Blueprint Presentation	Tutorial Session - Week 7	5%
Service Encounter Report	Friday 2 nd May - Week 8	10%
Service Experience Journal	Friday 16 th May - Week 10	25%
Case Study Preparation & Participation	Tutorial Session - Weeks 5, 6, 9 and 11	10%
		100%

Post **ALL assignments** in the marketing assignment box labelled MARK 315: Services Marketing located in Rutherford House mezzanine level by **12 noon on the due date**. The box will be emptied at **12.05**. **NOTE:** Any work received after 12pm will be deemed late and incur penalties.

Penalties

1. **Late Penalty:** In fairness to other students, work submitted after the deadline (12 noon on the due date) will incur a penalty for lateness. Late assignments will carry a penalty of **5% for each day late**. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the course coordinator.
2. **Word Count:** Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **2.5% for each 500 words** over the limit.
3. **Referencing:** Proper and accurate referencing is required in these assignments. Students are encouraged to use the lectures or tutorials for example, or by the lecturer/tutor concerned at a pre-arranged time and place. 'SMIB Guidelines for Written Material and Referencing' for information as to how to present, submit, organize and reference their work. These guidelines, including examples of appropriate essay, report, and academic research formats are contained in this course outline.
4. **Returning Assignments:** Where possible assignments will be returned to students in class (during lectures or tutorials for example), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Mandatory Course Requirements

In order to meet the mandatory course requirements in MARK 315, you must:

- Attend at least five of the six tutorials.
- Submit assignments as outlined in the assessment section.
- Score over 40% in the final examination and
- Achieve 50% of total marks overall

Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

Communication of Additional Information

Any additional materials will be handed out within the lecture or posted on Blackboard.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for :

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to <http://www.victoria.ac.nz/home/about/policy/default.aspx>

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.