

School of Marketing and International Business

MARK 315 **SERVICES MARKETING**

Trimester One 2009 **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 Thursday
Arrange an appointment if you would like to discuss Mark 315 outside of these hours.

Trimester Dates

Monday March 2 – Wednesday July 1 2009
(Examination period Friday June 12 – Wednesday July 1 inclusive)

Lectures and Tutorials

Lectures will take place at the following times:

Wednesday	2.40 – 4.30	in GBLT2
Friday	2.40 – 3.30	in GBLT2

Tutorials will commence **Week 2** of the course. Tutorial times to be confirmed and finalised during the first week of class.

Withdrawal dates: Information available via
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Course Learning 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 examples.

By the end of this course, students should be able to:

1. Explain the special nature and characteristics of services (final examination)
2. Summarise service product strategic issues in services marketing, service encounter and the marketing implications of service quality (assignment)
3. Explain the ways services need to be marketed due to their special nature and characteristics (assignments and examination)
4. Interpret the challenges encountered by service marketing professionals (journal)
5. Summarise the key success factors used to enhance the effectiveness of services marketing in a broad range of private, non-profit and public sector service organisations (assignments and examination)
6. Design Services Marketing strategies. (assignment)

Course Content 2009

Week	Lecture	Tutorials & Assessment Due Dates	Chpt
Week 1	Introduction to the course <ul style="list-style-type: none"> . <i>Course Expectations</i> . <i>Assignments</i> . <i>Case studies</i> Introduction to services	No tutorial Task: Sign up for tutorials	1 LL
Week 2	Customer behaviour and service encounters	Tutorial 1 Task: Form groups for Assignment One and discuss the assignment. Email your chosen company to your tutor.	2 LL
Week 3	Service delivery and Servicescape strategies	No tutorial	7 LL
Week 4	Customer satisfaction and service	No tutorial	3 LL

	quality		
Week 5	International services marketing	Tutorial 2	14 LL
		<i>CASE STUDY- tba</i> Assignment One Handed in Friday 3 rd April	
Week 6	Understanding costs and developing a pricing strategy	Tutorial 3	8 LL
		Assignment One Presentation within the tutorial session	
MID TERM BREAK		13th - 20th April	
Week 7	Developing a service product strategy	Tutorial 4	6 LL
		<i>CASE STUDY - tba</i>	
Week 8	Managing people for service advantage & Target marketing and positioning	No tutorial Assignment Two handed in Friday 8 th May	4,5 LL
Week 9	Communicating and promoting services	Tutorial 5	10 LL
		<i>CASE STUDY - tba</i>	
Week 10	Handling customer complaints and managing service recovery	No tutorial	13 LL
Week 11	Managing the customer service function and relationships & Course Re-cap	Tutorial 6	11,12 LL
		<i>CASE STUDY - tba</i> Assignment Three Handed in Friday 29 th May	

Week 12	Test	No tutorial	N/A
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Assignments and Case Studies

Details of the assignments and case studies will be handed out Week 1 of the course.

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.

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. The Mid Year exams run from Friday 12 June to Wednesday 1 July.	Date of the exam to be announced <u>Students must be available during the entire examination period.</u>	40%
Assignment One: Service Blueprint	Friday 3 rd April - Week 5	10%
Assignment One -Presentation	In Tutorial Session - Week 6	5%
Assignment Two: Essay	Friday 8 th May - Week 8	10%

Assignment Three: Journal	Friday 29th May - Week 11	25%
Case Study Preparation & Participation	Tutorial Session - Weeks 5, 7, 9 and 11	10%
		100%

Note: See assessment handout for more information

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.
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.
- Obtain a minimum mark of 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

All important information regarding the course will be posted on the **MARK 315 Blackboard website** (www.blackboard.scs.vuw.ac.nz). Lecture notes will be available on Blackboard.