

School of Marketing and International Business

**MARK 315**  
**SERVICES MARKETING**

Trimester Two 2010

**COURSE OUTLINE**

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**Contact Details**

**Course Coordinator:** Dr Janet Carruthers Senior Lecturer in Marketing  
**Office:** Room 1119, Rutherford House, Telephone 4636917  
**Email:** [janet.carruthers@vuw.ac.nz](mailto:janet.carruthers@vuw.ac.nz)

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

**Office Hours: 10.30 – 12.30 pm on Tuesdays**

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

**Trimester Dates**

**Teaching Period:** Monday July 12<sup>th</sup> – Friday 15<sup>th</sup> October 2010

**Study Period:** Monday 18<sup>th</sup> October – Thursday 21<sup>st</sup> October 2010

**Examination period:** Friday 22<sup>nd</sup> October – Saturday 13<sup>th</sup> November inclusive

**Withdrawal from Courses:**

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**

The last date for withdrawal from this course is **Friday 24 September**.

After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute

<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~00000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

**Class Times and Room Numbers**

**Lectures:** Monday 9:30 - 11:20 am RHLT3  
Wednesday 9:30 - 10:20 am RHLT3

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

## Course Content

<b>Week</b>	<b>Lecture</b>	<b>Tutorials &amp; Assessment Due Dates</b>	<b>Chpt</b>
<b>Week 1</b>	Introduction to the course <ul style="list-style-type: none"> <li>▪ <i>Course Expectations</i></li> <li>▪ <i>Assignments</i></li> <li>▪ <i>Case studies</i></li> </ul> Introduction to services	No tutorial  <b>Task:</b> Sign up for tutorials	1 LL
<b>Week 2</b>	Customer behaviour and service encounters	<b>Tutorial 1</b>	2 LL
		<b>Task:</b> Form groups for Assignment One and discuss the assignment. Email your chosen company to your tutor.	
<b>Week 3</b>	Service Delivery and Servicescape Strategies	No tutorial	7 LL
<b>Week 4</b>	Customer satisfaction and service quality	No tutorial	3 LL
<b>Week 5</b>	International services marketing	<b>Tutorial 2</b>	14 LL
		<b>CASE STUDY- tba</b>  <b>Assignment One</b> To be handed in Friday 13 <sup>th</sup> August	
<b>Week 6</b>	Understanding costs and developing a pricing strategy	<b>Tutorial 3</b>	8 LL
		<b>Assignment One Presentation</b> <i>within tutorial session</i>	
	<b>MID TERM BREAK</b>	<b>23<sup>rd</sup> August - 3<sup>rd</sup> Sept 2010</b>	
<b>Week 7</b>	Developing a service product strategy	<b>Tutorial 4</b>	6 LL
		<b>CASE STUDY - tba</b>	

<b>Week 8</b>	Managing people for service advantage & Target marketing and positioning	No tutorial  <b>Assignment Two</b> To be handed in Friday 17 <sup>th</sup> September	4,5 LL
<b>Week 9</b>	Communicating and promoting services	<b>Tutorial 5</b>	10 LL
		<b>CASE STUDY - tba</b>	
<b>Week 10</b>	Handling customer complaints and managing service recovery	No tutorial	13 LL
<b>Week 11</b>	Managing the customer service function and relationships & Course Re-cap	<b>Tutorial 6</b>	11, 12 LL
		<b>CASE STUDY - tba</b>  <b>Assignment Three</b> To be handed in Friday 8 <sup>th</sup> October	
<b>Week 12</b>	<b>Test</b>	No tutorial	N/A

### 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 (assignments)
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. (assignments)

## Course Delivery

### *Assignments and Case Studies*

Details of the assignments and case studies will be handed out **Week 2** 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.

**Group Work** During **Week Two** of the course, you will be asked to form teams consisting of three/four class members. Each team will be responsible for developing a "Service Blueprint" on a specific service company. In order to ensure we do not have teams blueprinting firms from the same industry someone from the team must send the tutor a brief email note by the end of **Week Two** that identifies the service provider whose services the team would like to blueprint. Approvals will be made on a first-come, first-serve basis. The intent of the project is to construct a thorough, detailed service blueprint for the chosen service provider. Choose a local service provider, or a business that has a significant service component. Please focus on a specific company. To complete this assignment, you may need to visit and observe your chosen company.

### 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 Requirements

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.	Date of the exam to be announced <u>Students must be available during the entire examination period.</u>	40%
Assignment One: Service Blueprint	Friday 13 <sup>th</sup> August	10%

<b>Assignment One:</b> Presentation	In Tutorial Session - Week 6	5%
<b>Assignment Two:</b> Essay	Friday 17 <sup>th</sup> Sept - Week 8	10%
<b>Assignment Three:</b> Journal	Friday 8 <sup>th</sup> Oct - Week 11	25%
<b>Case Study Preparation &amp; Participation</b>	Tutorial Session - Weeks 5, 7, 9 & 11	10%
		<b>100%</b>

**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.

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

### **Examinations**

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period **Friday 22nd October – Saturday 13th November 2010 (inclusive)**.

### **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.

## **Class Representative**

A class representative will be elected in the first class, and the name of person who is elected and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## **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](http://www.blackboard.scs.vuw.ac.nz)). Lecture notes will be available on Blackboard.

## **Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

**For the following important information follow the links provided:**

### **Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

### **General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy>

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

### **Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/>

### **Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)