

School of Marketing and International Business

MARK 315 SERVICES MARKETING

Trimester 2 2012

COURSE OUTLINE

Names and Contact Details

Course Coordinator /Lecturer: Aaron Gazley
Office: RH 1103, Rutherford House
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Office Hours: Wednesday 11.00am to 12.00pm, or by appointment.

Course Administrator: Jessie Johnston
Office: RH 1121, Rutherford House
Phone: 04-463 5330
E-mail: jessie.johnston@vuw.ac.nz
Office Hours: Monday to Friday 9.00am – 4.00pm

Trimester Dates

Teaching Period: Monday 16 July – Friday 19 October
Study Period: Monday 22 October – Thursday 25 October (Monday 22 October is a public holiday, Labour Day)
Examination Period: Friday 26 October – Saturday 17 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.
2. The standard last date for withdrawal from this course is Friday 28 September. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures: Tuesday & Thursday 12:40 - 1:30 pm in GBLT4

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

Course Content

MARK 315 provides an introduction to the core principles, concepts and marketing strategies specific to the services sector. The course will explore service processes and delivery, customer loyalty, pricing, communications and capacity by studying businesses in a variety of service industries.

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, culture and service encounters	Tutorial 1	2 LL
		Task: Form groups for Assignment One and discuss the assignment. Email your chosen company to your tutor.	
Week 3	Distribution and Blueprinting	No tutorial	5 LL
Week 4	Target and positioning	Tutorial 2	3 LL
		CASE STUDY - tba	
Week 5	Understanding costs and developing a pricing strategy	No Tutorial Assignment One To be handed in Friday 17 th August, 3pm	6 LL
Week 6	Communicating and promoting services	Tutorial 3	8 LL
		Assignment One Presentation within tutorial session	
MID TRIMESTER BREAK			

Week	Lecture	Tutorials & Assessment Due Dates	Chpt
Week 7	Service Environment and Servicescape	Tutorial 4	10 LL
		<i>CASE STUDY - tba</i>	
Week 8	Customer satisfaction and service quality	No tutorial	11 LL
Week 9	Managing the customer service function and relationships	Tutorial 5	12 LL
		<i>CASE STUDY - tba</i>	
Week 10	Handling customer complaints and managing service recovery	No Tutorial	13 LL
Week 11	Managing people for service advantage	Tutorial 6	14 LL
		<i>CASE STUDY - tba</i> Assignment Two To be handed in Friday 12 th October, 3pm	
Week 12	Course re-cap and Exam preparation	No Tutorial	

Course Learning Objectives

1. Explain the special nature and characteristics of services
2. Summarise service product strategic issues in services marketing, service encounter and the marketing implications of service quality
3. Explain the ways services need to be marketed due to their special nature and characteristics
4. Interpret the challenges encountered by service marketing professionals
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
6. Design Services Marketing strategies.

Course Delivery

MARK 315 consists of a combination of lectures and tutorials. The purpose of the tutorials is to practically apply the material learnt in lectures.

Details of the assignments and case studies will be provided.

Expected Workload

MARK 315 is a 15-point course. In keeping with this, students should plan to allocate approximately 10 hours of study per week, over the 15-week trimester (including the mid-trimester break and exam revision week) for MARK 315. This time includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination.

Group Work

During the tutorials in **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 COMPANY 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-served 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 prescribed text is:

Services Marketing: An Asia Pacific Perspective, 5th Edition, by Lovelock, Patterson and Wirtz.

Materials and Equipment

There is no additional material required in MARK 315.

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 Examination - Closed book, 3-hour examination. (Objectives 1, 3, 4 & 6)	Date of the exam to be announced <u>Students must be available during the entire examination period.</u>	40%
Assignment One: Service Blueprint (Objectives 2, 3, 4 and 5)	Friday 17 th August, 4pm, Week 5	15%
Service Blueprint Presentation Blueprint (Objectives 2, 3, 4 and 5)	During week 6 tutorial Session	10%
Assignment Two: Journal (Objectives 2, 3, 4 and 5)	Friday 12 th October - Week 11	25%
Case Study Preparation & Participation (Objectives 2 and 3)	Tutorial Session - Weeks 5, 7, 9 & 11	10%

Note: See assessment folder in Blackboard for more information

Please post **ALL assignments** in the marketing assignment box labelled MARK 315: Services Marketing located in Rutherford House mezzanine level by **3 pm on the due date**. The box will be emptied **at 3.05pm**. **NOTE:** Any work received after that time will be deemed late and incur penalties.

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.

Quality Assurance Note

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 FCom 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 from Friday 26 October – Saturday 17 November (inclusive).

Penalties

1. **Late Penalty:** In fairness to other students, work submitted after the deadline (3pm on the due date) will incur a penalty for lateness. Late assignments will carry a penalty of **10% 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 before the due date.
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.

Mandatory Course Requirements

In order to meet the mandatory course requirements in MARK 315, in addition to obtaining 50% overall, you must:

- Attend at least five of the six tutorials,
- Submit assignments as outlined in the assessment section and
- Obtain a minimum mark of 40% in the final examination.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made 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

Additional information will be provided on Blackboard. Please check it regularly.

Use of Turnitin (if applicable)

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at

<http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at

<http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at

www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce Office

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

Te Putahi Atawhai**Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>