

School of Marketing and International Business

MARK 315 SERVICES MARKETING

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

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

Course Administrator: Helen Hynes
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Trimester Dates

Teaching Period: Monday 14th July – Friday 17th October
Study Period: Monday 20th October – Thursday 23rd October
Examination Period: Friday 24th October – Saturday 15th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th. 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: Monday & Wednesday: 11:30 - 12:20 pm in RHLT2

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.

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

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. Choose a local service provider, or a business that has a significant service component.

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.

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.

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.

Prescription

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.

Course Content

Week	Lecture	Tutorials & Assessment Due Dates	Chpt
Wk 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
Wk 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.	
Wk 3	Distribution and Blueprinting	No tutorial	5 LL
Wk 4	Target and positioning	Tutorial 2	3 LL
		<i>CASE STUDY - tba</i>	
Wk 5	Understanding costs and developing a pricing strategy	No Tutorial Assignment One: To be handed in Friday 15 th August, 3pm	6 LL
Wk 6	Communicating and promoting services	Tutorial 3	8 LL
		Assignment One: Presentation within tutorial session	
MID TRIMESTER BREAK			
Wk 7	Service Environment and Servicescape	Tutorial 4	10 LL
		<i>CASE STUDY - tba</i>	
Wk 8	Customer satisfaction and service quality	No Tutorial Journal Due: Friday 19 th September, 3pm	11 LL
Wk 9	Managing the customer service function and relationships	Tutorial 5	12 LL
		<i>CASE STUDY - tba</i>	
Wk 10	Handling customer complaints and managing service recovery	No Tutorial	13 LL
Wk 11	Managing people for service advantage	Tutorial 6	14 LL
		<i>CASE STUDY - tba</i>	
Wk 12	Course re-cap and Exam preparation	No Tutorial Journal Report: To be handed in Friday 17 th October, 3pm	

Assessment

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

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 & 5)	Friday 15 th August, 3pm	15%
Service Blueprint Presentation Blueprint (Objectives 2, 3, 4 and 5)	During week 6 tutorial Session	10%
Assignment Two: Journal & Journal Report (Objectives 2, 3, 4 and 5)	Journal: Friday 19 th September, 3pm Report: Friday 17 th October, 3pm	25%
Tutorial 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 and through the turnitin link on blackboard (journal & report only), 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.

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 etc, 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.

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

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 following period:

Friday 24th October – Saturday 15th November (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must obtain a minimum mark of 40% in the final examination.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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.

Student feedback

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
