

School of Marketing and International Business

## **MARK 315 SERVICES MARKETING**

Trimester 2, 2015

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course Coordinator /Lecturer: Aaron Gazley  
Office: Rutherford House, RH 1103  
Phone: 04-463 5725  
E-mail: [aaron.gazley@vuw.ac.nz](mailto:aaron.gazley@vuw.ac.nz)  
Office Hours: Wednesday 10.30am to 11.30am, or by appointment.

Course Administrator: Katrina Walsh  
Office: Rutherford House, RH 1121  
Phone: 04-463-5723  
E-mail: [katrina.walsh@vuw.ac.nz](mailto:katrina.walsh@vuw.ac.nz)  
Office Hours: Monday – Friday 9.00am – 4.00pm

#### **Trimester Dates**

Teaching Period: Monday 13<sup>th</sup> July – Friday 16<sup>th</sup> October  
Study Period: Monday 19<sup>th</sup> October – Thursday 22<sup>nd</sup> October  
Examination Period: Friday 23<sup>rd</sup> October – Saturday 14<sup>th</sup> November (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 24<sup>th</sup> July 2015.
2. The standard last date for withdrawal from this course is Friday 25<sup>th</sup> September 2015. 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*’ form including supporting documentation. The application form is available from either of the Faculty’s Student Customer Service Desks or [online](#).

#### **Class Times and Room Numbers**

|          |                  |                            |
|----------|------------------|----------------------------|
| Tuesday  | 13:40 - 14:30 pm | Government Buildings GBLT1 |
| Thursday | 13:40 - 14:30 pm | Government Buildings GBLT1 |

## **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. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 315 will be available in My Allocator until 16<sup>th</sup> July.

## **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 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.

## **Prescription**

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 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 Content

| Week   | Starting | Lecture   | Tutorials & Assessment Due Dates   | Chapter |
|--|----------|---|--|---------|
| Week 1   | 13 July  | 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<br><br><b>Task:</b> Sign up for tutorials  | 1 LL    |
| Week 2   | 20 July  | Customer behaviour, culture 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. |         |
| Week 3   | 27 July  | Distribution and Blueprinting   | No tutorial  | 5 LL    |
| Week 4   | 3 Aug    | Target and positioning  | <b>Tutorial 2</b>  | 3 LL    |
|  |          |   | <i>CASE STUDY - tba</i>  |         |
| Week 5   | 10 Aug   | Understanding costs and developing a pricing strategy   | No Tutorial<br><br><b>Assignment One:</b> To be handed in Friday 14 <sup>th</sup> August, 3pm                    | 6 LL    |
| Week 6   | 17 Aug   | Communicating and promoting services  | <b>Tutorial 3</b>  | 8 LL    |
|  |          |   | <b>Assignment One: Presentation</b> within tutorial session  |         |
| <b>MID TRIMESTER BREAK 24 August – 6 September</b> |          |   |  |         |
| Week 7   | 7 Sep    | Service Environment and Servicescape  | <b>Tutorial 4</b>  | 10 LL   |
|  |          |   | <i>CASE STUDY - tba</i>  |         |
| Week 8   | 14 Sep   | Customer satisfaction and service quality   | No Tutorial<br><br><b>Journal Due:</b> Friday 18 <sup>th</sup> September, 3pm                                    | 11 LL   |
| Week 9   | 21 Sep   | Managing the customer service function and relationships  | <b>Tutorial 5</b>  | 12 LL   |
|  |          |   | <i>CASE STUDY - tba</i>  |         |
| Week 10  | 28 Sep   | Handling customer complaints and managing service recovery  | No Tutorial  | 13 LL   |
| Week 11  | 5 Oct    | Managing people for service advantage   | <b>Tutorial 6</b>  | 14 LL   |
|  |          |   | <i>CASE STUDY - tba</i>  |         |
| Week 12  | 12 Oct   | Course re-cap and Exam preparation  | No Tutorial<br><br><b>Journal Report:</b> To be handed in Friday 16 <sup>th</sup> October, 3pm                   |         |

## Readings

The prescribed text is:

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

## Materials and Equipment

There is no additional material required in MARK 315.

## Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

| Assessment component   | Date Due  | Weighting |
|--|---|-----------|
| <b>Assignment One:</b><br>Service Blueprint (Objectives 2, 3, 4 & 5)                 | Week 5, Friday 14 <sup>th</sup> August, 3pm   | 15%       |
| Service Blueprint Presentation<br>Blueprint (Objectives 2, 3, 4 and 5)               | During week 6 tutorial session  | 10%       |
| <b>Assignment Two:</b><br>Journal & Journal Report<br>(Objectives 2, 3, 4 and 5)     | Journal: Friday 18 <sup>th</sup> September, 3pm<br>Report: Friday 16 <sup>th</sup> October, 3pm                           | 25%       |
| <b>Tutorial Preparation &amp; Participation</b><br>(Objectives 2 and 3)              | Tutorial Session - Weeks 5, 7, 9 & 11   | 10%       |
| <b>Final Examination</b> - Closed book, 2-hour examination. (Objectives 1, 3, 4 & 6) | <b>Date of examination to be announced</b><br><br><u>Students must be available during the entire examination period.</u> | 40%       |

**Note: See assessment folder in Blackboard for more information**

Please post **ALL assignments** in the MARK 315: Services Marketing assignment box located on the mezzanine floor of Rutherford House 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 23<sup>rd</sup> October – Saturday 14<sup>th</sup> 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.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

If you cannot complete an assignment or sit a test or examination, refer to [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://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](http://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.

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