

School of Marketing and International Business

MARK315 SERVICES MARKETING

Trimester 1, 2016

COURSE OUTLINE

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

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

Further details of the assignments and case studies will be provided.

Trimester Dates

Teaching Period: Monday 29th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Wednesday 29th June (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. 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 or [online](#).

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
Office Hours: Wednesday 10.30am to 11.30am, or by appointment.

Course Administrator: Helen Hynes
Office: Rutherford House, RH 1130
Phone: 04-463 5529
E-mail: helen.hynes@vuw.ac.nz

Class Times and Room Numbers

Monday	15:40 - 16:30 pm	Government Buildings GBLT2
Wednesday	15:40 - 16:30 pm	Government Buildings GBLT2

Course Delivery

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/>.

See next page for Course Schedule details.

Course Schedule

Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	29 Feb	Introduction to the course and services	Ch 1	Sign up for tutorial
2	7 Mar	Customer behaviour, culture and service encounters	Ch 2	Tutorial 1: Form groups for assignment one and discuss the assignment. Email your chosen company to your tutor.
3	14 Mar	Distribution and blueprinting	Ch 5	Tutorial 2: Case study - tba
4	21 Mar - 23 Mar (M,T,W)	Targeting and Positioning No official class on Wednesday – assignment help	Ch 3	<i>No tutorial</i>
<p><i>Note: Weeks 4 and 5 are both short weeks due to the Easter break. If your allocated tutorial day is on a Monday, Tuesday or Wednesday you attend the tutorial in Week 4. If your allocated tutorial day is on a Thursday or Friday you attend this same tutorial (same content) but in Week 5.</i></p>				
<p><i>Easter Break, 24 March – 30 March</i></p>				
5	31 Mar - 1 Apr (Th,F)	<i>No class</i>		<i>No tutorial</i> Group assignment: to be handed in Friday 1 April
6	4 April	Communicating and promoting services	Ch 8	Tutorial 3: Group assignment presentation: to be held in tutorial session
7	11 April	Understanding costs and developing a pricing strategy	Ch 6	<i>No tutorial</i>
8	18 April	Service environment and servicescape	Ch 10	Tutorial 4: Case study - tba
<p><i>Mid Trimester Break, 25 April – 1 May</i></p>				
9	2 May	Customer satisfaction and service quality	Ch 11	<i>No tutorial</i>
10	9 May	Managing relationships	Ch 12	Tutorial 5: Case study - tba
11	16 May	Handling customer complaints and managing service recovery	Ch 13	<i>No tutorial</i> Journal assignment and report: to be handed in on Friday 20 May
12	23 May	Managing people	Ch 14	Tutorial 6: Case study - tba
13	30 May	Course recap and exam preparation		<i>No tutorial</i>

Readings

The prescribed text is:

Lovelock, C., Wirtz, J., Paterson, P. (2010) *Services Marketing: An Asia Pacific Perspective* (6th ed.). Pearson

Mandatory course requirements

In addition to achieving an overall pass mark of at least 50%, students must:

Obtain a minimum mark of 40% in the final examination.

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice 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

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.

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
Assignment One: Service Blueprint (Objectives 2, 3, 4 & 5)	Friday 1 st April, 3pm	15%
Service Blueprint Presentation Blueprint (Objectives 2, 3, 4 and 5)	During tutorial session (week beginning 4 th April)	10%
Assignment Two: Journal & Journal Report (Objectives 2, 3, 4 and 5)	Journal & Report: Friday 20 th May, 3pm	25%
Tutorial Preparation & Participation (Objectives 2 and 3)	Throughout Tutorial Sessions	10%
Final Examination - Closed book, 2-hour (Objectives 1, 3, 4 & 6)	Date of examination to be announced <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 (the location will be announced on Blackboard) **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.

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 10th June – Wednesday 29th June (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 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.

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. All group members will receive the same grade.

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.

Materials and Equipment

There is no additional material required in MARK 315.

Student feedback

Overall feedback was positive, however more practical examples have been added at student request.

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

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.

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.
