



MRKT19036 Marketing of Service Products

Term 2 - 2017

Profile information current as at 20/04/2024 06:43 am

All details in this unit profile for MRKT19036 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

In the current service-driven economy, organisations are increasingly utilising market insights and intelligence to improve service quality. Innovative service strategies are also being developed to enhance customer acquisition and retention. This unit will enable you to examine service products, service consumption, and service positioning. In this unit you will analyse various theories based on the 7Ps of services marketing which provide foundation for practical applications in different service contexts. You will also examine the challenges and opportunities in services marketing, including managing customer relationships.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: MRKT 11029 or MRKT 11028

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2017

- Brisbane
- Distance
- Melbourne
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Online Quiz(zes)**

Weighting: 20%

2. **Presentation**

Weighting: 30%

3. **Written Assessment**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback

Feedback

Teaching resources

Recommendation

The teaching staff for future offerings of this unit should try to enhance the clarity and extent of details in delivering key contents of the lectures.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Examine the critical differences between goods and service products, as well as the nature of service consumption and service positioning.
2. Analyse the marketing of service products using a range of tools and techniques including the 7Ps.
3. Identify the major elements that improve the marketing of service products.
4. Examine the roles of relationship marketing and customer service in adding perceived value to service products.
5. Critically evaluate the roles of service quality and service recovery in gaining and retaining customers.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Online Quiz(zes) - 20%	•	•	•		
2 - Presentation - 30%	•	•	•		
3 - Written Assessment - 50%	•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving	•	•	•	•	•
3 - Critical Thinking	•	•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
4 - Information Literacy	•	•	•	•	•
5 - Team Work	•	•	•		
6 - Information Technology Competence	•	•	•	•	•
7 - Cross Cultural Competence	•	•	•		
8 - Ethical practice	•	•	•	•	•
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Online Quiz(zes) - 20%		•	•			•		•		
2 - Presentation - 30%	•	•	•	•	•	•	•	•		
3 - Written Assessment - 50%	•	•	•	•		•		•		

Textbooks and Resources

Textbooks

MRKT19036

Prescribed

Services Marketing: An Asia-Pacific and Australian Perspective

Edition: 6th (2015)

Authors: Lovelock, C. H., Patterson, P., & Wirtz, J.

Pearson

Melbourne , Victoria , Australia

ISBN: 9781486002702

Binding: Paperback

Additional Textbook Information

An electronic version of the Text is available from: www.pearson.com.au; this eText has the following ISBN: 9781486004768.

However, if your preference is for a paper text, you can purchase one from the CQUni Bookshop here:

<http://bookshop.cqu.edu.au>

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

En Li Unit Coordinator

e.li@cqu.edu.au

Schedule

Week 1 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Marketing in the service economy & Customer behaviour, culture and service encounters	Chapters 1 & 2	

Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Positioning services in competitive markets	Chapter 3	

Week 3 - 24 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Developing service products: core and supplementary service elements Chapter 4

Week 4 - 31 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Distributing services through physical and electronic channels	Chapter 5	Online Quiz Open Monday (31 Jul 17) 09:00 AM AEST

Week 5 - 07 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Understanding costs and developing pricing strategy	Chapter 6	Online Quiz Due: Week 5 Friday (11 Aug 2017) 5:00 pm AEST

Vacation Week - 14 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 21 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Balancing productive capacity and demand	Chapter 7	

Week 7 - 28 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Integrated services marketing communications	Chapter 8	Presentation Due: Week 7 Friday (1 Sept 2017) 5:00 pm AEST

Week 8 - 04 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Managing people for service advantage	Chapter 9	

Week 9 - 11 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Crafting the service environment	Chapter 10	

Week 10 - 18 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Managing the customer service function & Customer satisfaction and service quality	Chapters 11 & 12	

Week 11 - 25 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Managing relationships and building loyalty	Chapter 13	

Week 12 - 02 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
Handling customer complaints and managing service recovery	Chapter 14	Written Assessment Due: Week 12 Friday (6 Oct 2017) 5:00 pm AEST

Review/Exam Week - 09 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 16 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
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1 Online Quiz

Assessment Type

Online Quiz(zes)

Task Description

Due date: Online quiz starts at 9am AEST Monday Week 4 and closes at 5pm AEST Friday Week 5 in Moodle

Weighting: 20%

Time: 30 minutes

Details

The online quiz ensures that students engage the conceptual material in the following chapters of the textbook: 1, 2, 3, 4, 5. The quiz includes 20 questions and has a time limit of 30 minutes.

Please see below for important advice regarding the quiz.

- The quiz can only be taken once so do not open the quiz until you are ready to complete the entire quiz.
- Responsibility for access, ISP, browsers, connection and the computer you use (irrespective of who owns it) remains with the student. Failure of equipment is not grounds for special consideration, extension of quiz or special arrangements. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the worldwide web.
- Refer system access problems (e.g. Moodle login or password issues) to the Technology and Services Assistance Centre at tasac@cqu.edu.au as early as possible.
- "My computer has frozen up during the online quiz - what do I do?" The first thing to do is "don't panic"! Contact the Unit Coordinator immediately for assistance identifying the nature of the problem, your full name, student number and campus. Any omissions of this required information may delay a response.
- If a student requests a reset of the quiz and the Unit Coordinator agrees to that request, but subsequently the student does not complete the quiz within the deadline, it will be deemed that the quiz has not been completed and a score of zero will apply. Note that the determination of whether the online quiz result was affected by technical difficulties will be solely the prerogative of the Unit Coordinator. Simply doing poorly in the quiz and then asking for a reset will not be considered.

Number of Quizzes

1

Frequency of Quizzes

Other

Assessment Due Date

Week 5 Friday (11 Aug 2017) 5:00 pm AEST

Return Date to Students

On completion of online quiz.

Weighting

20%

Assessment Criteria

3. You will be given 30 minutes ONLY for the quiz.
4. The total score for the quiz is 20 marks (20 questions × 1 mark per question = 20 marks).

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Examine the critical differences between goods and service products, as well as the nature of service consumption and service positioning.
- Analyse the marketing of service products using a range of tools and techniques including the 7Ps.
- Identify the major elements that improve the marketing of service products.

Graduate Attributes

- Problem Solving
- Critical Thinking
- Information Technology Competence
- Ethical practice

2 Presentation

Assessment Type

Presentation

Task Description

Due date: 5pm AEST Friday Week 7

Weighting: 30%

Length: a) 5 PowerPoint slides; b) 3 minutes maximum for the presentation

Details

Imagine that you are applying for a senior consultant position at a large marketing research firm. As part of your job interview, you are required to give a brief presentation on an important service marketing theory.

First, please identify a service marketing theory you have learned from this unit so far. Please briefly explain this theory by using your own words.

Secondly, please find a real-world service provider, and introduce its background and main service products in 2017.

Lastly, please apply the service marketing theory to this service provider. That is, you will provide recommendations on how the provider could benefit from applying the theory.

This presentation should be made within 3 minutes and through 5 PowerPoint slides. The slides should follow the subsequent structure:

- Student information and presentation title;
- Explanation of a service marketing theory;
- Introduction of a service provider;
- Recommendations for the provider;
- Reference list.

You will also prepare a script (i.e., a Word document) in which you will write out or at least outline what you intend to say in your presentation.

Please pay attention to the following details on presentation and submission methods:

- On-campus students will deliver their presentation in class, and submit their PowerPoint file and script on Moodle.
- Distance education students will record their presentation through PowerPoint's "Record Slide Show" function, and submit their PowerPoint file (with recording) and script on Moodle.

For all students, the Moodle submission of PowerPoint file and script will be due at 5pm AEST Friday Week 7. However, on-campus students may present in class prior to, during, or after Week 7, depending on their local lecturer/tutor's scheduling.

Assessment Due Date

Week 7 Friday (1 Sept 2017) 5:00 pm AEST

Return Date to Students

Week 10 Friday (22 Sept 2017)

Weighting

30%

Assessment Criteria

- PowerPoint design - 5 marks
- Presentation clarity - 3 marks
- Explanation of a service marketing theory - 5 marks
- Introduction of a service provider - 5 marks
- Recommendations for the provider - 10 marks
- Referencing - 2 marks
- Total - 30 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Examine the critical differences between goods and service products, as well as the nature of service consumption and service positioning.
- Analyse the marketing of service products using a range of tools and techniques including the 7Ps.
- Identify the major elements that improve the marketing of service products.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

3 Written Assessment

Assessment Type

Written Assessment

Task Description

Due date: 5pm AEST Friday Week 12

Weighting: 50%

Length: 1500 words maximum

Details

Your task in this assessment is to present a business report to the owner/manager of a service that you visited to give feedback on the service standard that is provided to the target market.

A. Your first step is to **decide on the service provider** where you have consumed a service product. You are to choose one experience that you have had in 2017 as a consumer of a service to analyse for this assessment task.

B. Secondly, you are to **determine the target market** of that service provider. Determine the characteristics of that target market and their wants and needs in terms of the service you are examining. Remember that you are part of that target market. What criteria would you use for segmentation, for example age, gender, income, occupation, psychographics, family life cycle or other criteria?

C. Thirdly, you are to **critically examine** how well the service operation uses **three of the 7Ps of marketing** for its local target market. One of the Ps must relate to People.

D. Lastly, you are to make **two recommendations** for the service you are examining. The first should be focused on how one of the 7Ps can be improved, and the second should be about the most possible service failure that could occur to the service provider, and a creative service recovery strategy to address the failure.

Your argument and analysis in this report requires theoretical support from a minimum of **10 journal article** references.

Your report should follow the subsequent structure:

- title page;
- executive summary;
- table of contents;
- introduction;
- service provider description;
- target market analysis;
- service performance analysis on three of the 7Ps;
- recommendations;
- conclusion;
- reference list.

Assessment Due Date

Week 12 Friday (6 Oct 2017) 5:00 pm AEST

Return Date to Students

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date (03-Nov-2017).

Weighting

50%

Assessment Criteria

- Report structure, writing style, and referencing - 5 marks
- Service provider description - 5 marks
- Target market analysis - 10 marks
- Service performance analysis on three of the 7Ps - 15 marks
- Recommendations - 15 marks
- Total - 50 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Examine the critical differences between goods and service products, as well as the nature of service consumption and service positioning.
- Analyse the marketing of service products using a range of tools and techniques including the 7Ps.
- Identify the major elements that improve the marketing of service products.
- Examine the roles of relationship marketing and customer service in adding perceived value to service products.
- Critically evaluate the roles of service quality and service recovery in gaining and retaining customers.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

- Information Technology Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem