



MRKT19036 Marketing of Service Products

Term 2 - 2019

Profile information current as at 18/08/2022 02:35 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 - 2019

- Brisbane
- Melbourne
- Online
- Perth
- 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

Positive comments on the unit delivery by the teaching staff, particularly in terms of their passion, helpfulness, and patience, as well as the design of the assessments and the moodle site.

Recommendation

The teaching staff should be encouraged to keep designing and utilising engaging, practical, and relevant learning resources and activities, as well as delivering the unit contents and student support in a passionate and empathetic manner.

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	•	•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
3 - Critical Thinking	•	•	•	•	•
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 Australia

Melbourne , Victoria , Australia

ISBN: 9781486002702

Binding: Paperback

Additional Textbook Information

The prescribed textbook is also available in eBook format and this can be purchased online directly from Pearson Australia here: <https://pearson.com.au/9781486004768>

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft PowerPoint
- Microsoft Word

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

Warren Lawson Unit Coordinator

w.lawson1@cqu.edu.au

Schedule

Week 1 - 15 Jul 2019

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

Week 2 - 22 Jul 2019

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

Week 3 - 29 Jul 2019

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

Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Distributing services through physical and electronic channels	Chapter 5	Online Quiz Opens: Week 4 Monday (05 August 2019) 09:00 am AEST

Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Understanding costs and developing pricing strategy	Chapter 6	Online Quiz Due: Week 5 Friday (16 Aug 2019) 5:00 pm AEST

Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 26 Aug 2019

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

Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Integrated services marketing communications	Chapter 8	Presentation Due: Week 7 Friday (6 Sept 2019) 5:00 pm AEST

Week 8 - 09 Sep 2019

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

Week 9 - 16 Sep 2019

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

Week 10 - 23 Sep 2019

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

Week 11 - 30 Sep 2019

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

Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Handling customer complaints and managing service recovery	Chapter 14	Written Assessment Due: Week 12 Friday (11 Oct 2019) 5:00 pm AEST

Term Specific Information

Contact information for Warren Lawson:

I encourage all students to contact me, either by email or telephone, with any personal questions or queries relating to the unit.

Email: w.lawson1@cqu.edu.au

Telephone: +61 (03) 9616 0518

I'm based on the Melbourne Campus and can be found during term in the Business and Law staff room Mondays to Fridays on level 4, 120 Spencer Street.

Assessment Tasks

1 Online Quiz

Assessment Type

Online Quiz(zes)

Task Description

The first assessment consists of **ONE (1)** online quiz with twenty (20) questions and a maximum 30 minutes in duration.

Due date: The online quiz opens at 9am AEST Monday Week 4 (05 August 2019) and closes at 5pm AEST Friday Week 5 (16 August 2019)

Weighting: 20%

Details

In this assessment task, the online quiz ensures that students engage the conceptual material in the following chapters of the prescribed textbook: 1, 2, 3, 4, and 5.

Instructions and advice

- This is an individual assessment (no groups).
- The quiz is attempted through the Unit Moodle site.
- The quiz includes 20 questions and has a time limit of 30 minutes.
- Answer format will be a combination of multiple choice and true or false.
- The quiz can only be taken once so do not open the quiz until you are ready to complete the entire quiz.
- There are no negative marks for incorrect answers.
- Students are encouraged to provide their own timer and not rely on the computer.
- 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 (w.lawson1@cqu.edu.au) 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

Assessment Due Date

Week 5 Friday (16 Aug 2019) 5:00 pm AEST

The online quiz opens at 9am AEST Monday Week 4 (05 August 2019) and closes at 5pm AEST Friday Week 5 (16 August 2019).

Return Date to Students

Marks are shown on completion of quiz.

Weighting

20%

Assessment Criteria

- Each question is worth one mark (1 mark).
- 20 questions x 1 mark.
- Total: Out of 20 marks.

Referencing Style

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

Submission

Online

Submission Instructions

Online (through Moodle)

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

The second assessment consists of **ONE (1)** presentation for a maximum three (3) minute duration using no more than four (4) PowerPoint slides and a written script.

Due date: 5pm AEST Friday Week 7 (06 September 2019)

Weighting: 30%

Details

In this assessment task, you will present findings on a chosen article, and apply these findings to a real-world Australian service provider. That is, you will provide recommendations on how the service provider could benefit from applying the research findings. Information on three important research articles related to services marketing will be available on the Unit Moodle site from Week 3. Please browse all three articles, and choose one of them as the target article for your presentation.

The PowerPoint slides should follow the subsequent structure:

- Student information and presentation title;
- Findings of the research article;
- Recommendations for the provider;

- Reference list.

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

Instructions

- This is an individual assessment (no groups).
- Should be no more than 3 minutes duration and using no more than 4 PowerPoint slides.
- **On-campus students** will deliver their presentation in class, and submit their PowerPoint file plus their written script through the Unit Moodle site. Class presentations will be conducted prior to, during, or after Week 7, depending on their local lecturer/tutor's scheduling. The submission of the PowerPoint file and written script will be due at 5pm AEST Friday Week 7 (06 September 2019).
- **DST students** will record their presentation through PowerPoint's "Record Slide Show" function, and submit their PowerPoint file (with voice recording) plus their written script through the Unit Moodle site, due at 5pm AEST Friday Week 7 (06 September 2019).

Assessment Due Date

Week 7 Friday (6 Sept 2019) 5:00 pm AEST

Return Date to Students

Week 9 Friday (20 Sept 2019)

The return date will apply to submissions made before or on the due date.

Weighting

30%

Assessment Criteria

- PowerPoint design (5 marks)
- Presentation clarity (3 marks)
- Findings of the research article (10 marks)
- Recommendations for the provider (10 marks)
- Referencing (2 marks)
- Total: Out of 30 marks.

Referencing Style

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

Submission

Online

Submission Instructions

Online (through Moodle)

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

The third assessment consists of **ONE (1)** written business report that is 1500 to 2000 words in length.

Due date: 5pm AEST Friday Week 12 (11 October 2019)

Weighting: 50%

Details

In this assessment task, you will prepare a written business report to the owner/manager of an Australian-based service provider that you have recently visited to give feedback on the service standard that is being provided to the target market.

1. Your first step is to **decide on an Australian-based service provider** where you have consumed a service product. You are to choose one experience that you have had in 2018 or 2019 as a consumer of a service to analyse for this assessment task.
2. Secondly, you are to **determine the target market** of that Australian-based 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?
3. Thirdly, you are to **critically examine** how well the service operation uses **any two (2) of the 7Ps of marketing** for its local target market.
4. Lastly, you are to make **two (2) recommendations** for the service you are examining. The first recommendation should be focused on improving one of the two 7Ps of marketing already critically examined, and the second recommendation should be a creative service recovery strategy to address possible service failure. The service recovery strategy recommended to address the possible service failure should be reflective of retaining existing customers and potentially gaining new customers.

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

Your written business report should follow the subsequent structure:

- Title page;
- Executive summary;
- Table of contents;
- Introduction;
- Service provider description;
- Target market analysis;
- Service performance analysis on two of the 7Ps;
- Recommendations;
- Conclusion;
- Reference list.

Instructions

- This is an individual assessment (no groups).
- A single Word document (no PDF) using size 12 font with 1.5 line-spacing.
- Should be 1500 to 2000 words in length.
- To be uploaded through the Unit Moodle site.

Assessment Due Date

Week 12 Friday (11 Oct 2019) 5:00 pm AEST

Return Date to Students

Exam Week Friday (25 Oct 2019)

The return date will apply to submissions made before or on the due date.

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 two of the 7Ps (15 marks)
- Recommendations (15 marks)
- Total: Out of 50 marks.

Referencing Style

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

Submission

Online

Submission Instructions

Online (through Moodle)

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