# MRKT19036 *Marketing of Service Products*
## Term 2 - 2023

Profile information current as at 23/04/2024 08:21 pm

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

Prerequisites: MRKT 11029 or MRKT11028
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 - 2023

- Brisbane
- Melbourne
- Online
- 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. **Portfolio**
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**

It is suggested that the assessment tile on moodle could have the full description of the assessments.

**Recommendation**

The teaching staff in the future offerings of this unit will be encouraged to provide the full description of all assessments under the assessment tile on moodle.

### Feedback from Student feedback.

**Feedback**

It is suggested that the workshop time could be better utilised to get through the weekly content and discussion.

**Recommendation**

The teaching staff in the future offerings of this unit will be encouraged to fully utilise all available workshops to carefully go through the weekly content as well as engage students with activities or discussions that benefit students' knowledge or skills.

# 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

— N/A Level　∘ Introductory Level　∘ Intermediate Level　● Graduate Level　∘ Professional Level　∘ Advanced Level

## Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks | Learning Outcomes | | | | |
|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 |
| 1 - Online Quiz(zes) - 20% | ● | ● | ● |  |  |
| 2 - Portfolio - 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 | • | • | • | • | • |
| 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 - Portfolio - 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 e-Book format.

**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 Word

## Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

## Teaching Contacts

**Warren Lawson** Unit Coordinator
w.lawson1@cqu.edu.au

## Schedule

**Week 1 - 10 Jul 2023**

| 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 2023**

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

**Week 3 - 24 Jul 2023**

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

## Week 4 - 31 Jul 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Distributing services through physical and electronic channels | Chapter 5 | **Online Quiz** Opens: Week 4 Monday (31 July 2023) 9:00 am AEST |

## Week 5 - 07 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Understanding costs and developing pricing strategy | Chapter 6 | **Online Quiz** Due: Week 5 Friday (11 Aug 2023) 11:45 pm AEST |

## Vacation Week - 14 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| | | |

## Week 6 - 21 Aug 2023

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

## Week 7 - 28 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Integrated services marketing communications | Chapter 8 | **Portfolio Article Analysis** Due: Week 7 Friday (1 Sept 2023) 11:45 pm AEST |

## Week 8 - 04 Sep 2023

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

## Week 9 - 11 Sep 2023

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

## Week 10 - 18 Sep 2023

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

## Week 11 - 25 Sep 2023

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

## Week 12 - 02 Oct 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Handling customer complaints and managing service recovery | Chapter 14 | **Written Assessment** Due: Week 12 Friday (6 Oct 2023) 11:45 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 am based on the Melbourne Campus and can be found during term in the Business and Law staff room on level 4, 120 Spencer Street.

## Assessment Tasks

## 1 Online Quiz

**Assessment Type**
Online Quiz(zes)

**Task Description**
The online quiz ensures that students engage with the conceptual material in the following chapters of the textbook: 1, 2, 3, 4, and 5. The quiz includes 20 questions and has a time limit of 40 minutes. In addition, the quiz opens at 9am AEST Monday Week 4 and closes at 11:45pm AEST Friday Week 5 on Moodle.

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.
- "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**
**Assessment Due Date**
Week 5 Friday (11 Aug 2023) 11:45 pm AEST
The online quiz opens at 9am AEST Monday Week 4 (31 July 2023) and closes at 11:45pm AEST Friday Week 5 (11 August 2023).
**Return Date to Students**

Marks are shown on completion of quiz.
**Weighting**
20%
**Assessment Criteria**

- You will be given 40 minutes ONLY for the quiz.
- The total score for the quiz is 20 marks (20 questions × 1 mark per question = 20 marks).

**Referencing Style**

- [American Psychological Association 7th Edition (APA 7th 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 Technology Competence

# 2 Portfolio Article Analysis

**Assessment Type**
Portfolio

**Task Description**
In this assessment, you will be required to browse the following two research articles related to services marketing and **choose one of them** as the target article for your analysis task.

Esmark Jones, C., Waites, S. and Stevens, J. (2022), "Influence of social media posts on service performance", *The Journal of services marketing*, Vol.36 (2), pp.283-296.

Plotkina, D., Dinsmore, J. and Racat, M. (2022), "Improving service brand personality with augmented reality marketing", *The Journal of services marketing*, Vol.36 (6), pp.781-799.

In your analysis task, you will:

- Summarise the findings of your chosen article in your own words.
- Introduce a real-world Australian-based service provider and provide **one specific recommendation** on how this service provider could benefit from applying the findings of your chosen article.

This assessment should be submitted in a single Word document, has a maximum word limit of 750, and requires a minimum of five (5) references.

**Assessment Due Date**
Week 7 Friday (1 Sept 2023) 11:45 pm AEST

**Return Date to Students**
Week 9 Friday (15 Sept 2023)
The return date will apply to submissions made before or on the due date.

**Weighting**
30%

**Assessment Criteria**

- Summary of the article findings (12 marks).
- Introduction of the service provider and recommendation (12 marks).
- Writing style and referencing (6 marks).
- Total: 30 marks.

**Referencing Style**

- [American Psychological Association 7th Edition (APA 7th 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
- Information Technology Competence

# 3 Written Assessment

**Assessment Type**
Written Assessment

**Task Description**
Your task in this assessment is to present a business report to the owner/manager of an Australian-based service provider that you visited to give feedback on the service standard that is provided to the target market.

- Your first step is to decide on the Australian-based service provider where you have consumed a service product. You are to choose one experience that you have had in 2023 as a consumer of a service to analyse for this assessment task. Please describe the service provider as well as its target market.
- Secondly, you are to critically examine how well the service provider uses the following two of the 7Ps of marketing for its target market: Product and Place.
- Lastly, you are to make **two recommendations** for the service provider you are examining. The first should be focused on how either its Product or Place 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 report should be submitted in a single Word document, has a maximum word limit of 1750, and requires a minimum of ten (10) references.

**Assessment Due Date**
Week 12 Friday (6 Oct 2023) 11:45 pm AEST

**Return Date to Students**

Marked assessments will be returned following certification of grades (Friday, 3 November 2023).

**Weighting**
50%

**Assessment Criteria**

- Description of the service provider and its target market (15 marks).
- Service performance analysis on two of the 7Ps (15 marks).
- Recommendations (15 marks).
- Writing style and referencing (5 marks).
- Total: 50 marks.

**Referencing Style**

- [American Psychological Association 7th Edition (APA 7th 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

# 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