

## In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



# MRKT19036 *Marketing of Service Products*

## Term 2 - 2025

Profile information current as at 22/11/2024 12:31 am

All details in this unit profile for MRKT19036 have been officially approved by CQU University 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: MRKT11029 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 - 2025

- 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

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 19 May 2025

## 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 Unit evaluation

**Feedback**

Some students would like to see some refreshed and/or updated unit content, using more recent research/knowledge.

**Recommendation**

Unit Moodle site to be refreshed/updated to include newer services marketing case studies, YouTube videos, and journal articles.

#### Feedback from Unit evaluation

**Feedback**

Some students were looking for greater clarity regarding unit requirements and assessment feedback.

**Recommendation**

Unit requirements and unit expectations, including assessment tasks, to be explicitly outlined in the UC welcome message at the beginning of term, and this information to also be reflected in the unit profile and on the Moodle site. All assessment submissions to receive clear and constructive assessment feedback from markers, with a marking rubric supplied to justify.

#### Feedback from Student feedback

**Feedback**

Some students were receptive to the provision of clear and detailed assessment guidelines, marking rubrics, and mark sheets.

**Recommendation**

Provide students with additional assessment support for all three assessments in the form of clear, detailed assessment guidelines, marking rubrics, and mark sheets available through the unit Moodle site.

#### Feedback from Student feedback

**Feedback**

Some students liked communicating with the unit coordinator through scheduled weekly Zoom workshops that address weekly learning activities and to spend time discussing assessments.

**Recommendation**

Offer at least one weekly timetabled Zoom workshop to address the weekly learning activities and to discuss assessments. All Zoom sessions will be recorded and uploaded within 24 hours to the unit Moodle site for the benefit of students who cannot participate.

## Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 19 May 2025

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 19 May 2025

## Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 23 June 2025

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.