



# MRKT20054 *Service Industry Marketing*

## Term 1 - 2017

Profile information current as at 07/05/2024 03:37 am

All details in this unit profile for MRKT20054 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

Most countries now have economies in which service products represent over 50% of GDP. This unit focuses on the difficulties of marketing service products in modern service economies, and the marketing and management implications. A solid foundation of theory is laid on which practical applications can be addressed. The focus of this course is on the 7Ps of services marketing as applied to businesses. The unit also specifically covers the integration of marketing, management and customer relations in competitive markets. If you have successfully completed the unit MRKT20026 you should not enrol in this unit.

#### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Co-requisite: MRKT20052 Advanced Marketing Management

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 1 - 2017

- Brisbane
- Distance
- Melbourne
- 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 Postgraduate 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: 30%

#### 2. **Written Assessment**

Weighting: 30%

#### 3. **Written Assessment**

Weighting: 40%

### 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 course materials and assessment contents.

##### Recommendation

Continue with the current course and assessment practice that addresses students' needs and facilitates students' learning.

##### Action

The unit's contents were updated to ensure recency of quality materials. The assessments were designed to be interesting and engaging.

## Unit Learning Outcomes

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

1. critically analyse the nature of service industries and be able to differentiate between goods and services and their marketing;
2. identify and apply the major factors presented in the literature that improve the marketing of services;
3. critically analyse the marketing situations of services using a number of the main analytical tools in the literature;
4. identify and critically discuss the role of customer service in the marketing of services; and
5. analyse the role of each of the 7Ps of service marketing and identify ways to improve these for a service.

## 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) - 30%	•	•		•	
2 - Written Assessment - 30%	•			•	•
3 - Written Assessment - 40%		•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
2 - Communication	○	○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○	○
4 - Research	○		○	○	○
5 - Self-management		○	○	○	○
6 - Ethical and Professional Responsibility				○	○
7 - Leadership					
8 - 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
1 - Online Quiz(zes) - 30%	○			○	○			
2 - Written Assessment - 30%	○	○	○	○	○			
3 - Written Assessment - 40%	○	○	○	○	○	○		

## Textbooks and Resources

### Textbooks

MRKT20054

#### Prescribed

#### Essentials of Services Marketing

Edition: 2nd (2012)

Authors: Wirtz, J., Chew, P. & Lovelock, C.

Pearson

Jurong, Singapore

ISBN: 978-981-06-8618-5

Binding: Hardcover

[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

**Roshnee Ramsaran** Unit Coordinator

[r.ramsaran@cqu.edu.au](mailto:r.ramsaran@cqu.edu.au)

## Schedule

### Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to services marketing and the consumer	1 and 2	

### Week 2 - 13 Mar 2017

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

### Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Service products	4	

### Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Service distribution/place	5	All Online Tests Open Monday 9:00 AM AEST

### Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Setting Prices	6	Online Test 1 Due Friday 2:00 PM AEST

### Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Vacation	Vacation	Vacation

### Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Promotion	7	

### Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Process	8	<b>Writing and Presenting Slides</b> Due: Week 7 Friday (28 Apr 2017) 2:00 pm AEST

### Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Capacity	9	Online Test 2 Due Friday 2:00 PM AEST

### Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Service environment 10

#### Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Managing People	11	

#### Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Customer Loyalty	12	Online Test 3 Due Friday 2:00 PM AEST

#### Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Service failure and recovery	13 & 14	<b>Individual Report</b> Due: Week 12 Wednesday (31 May 2017) 2:00 pm AEST

#### Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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#### Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Online Tests

#### Assessment Type

Online Quiz(zes)

#### Task Description

##### Assessment Task 1 – Online Tests

**Open date:** All online tests open Monday of Week 4 9:00 AM AEST

#### Due date:

- Online Test 1 due Friday of Week 5 2:00 PM AEST
- Online Test 2 due Friday of Week 8 2:00 PM AEST
- Online Test 3 due Friday of Week 11 2:00 PM AEST

**Weighting:** 30% = 3 tests × 10% each test

**Length:** To complete 30 questions per test in 60 minutes for each test

#### Details

Assessment Task 1 consists of 3 online tests with 30 questions in each. Each test is 60 minutes duration (should you go over time, your score will be zero). You only have one chance to complete each test so please ensure you are ready before opening the test.

The following chapters of the textbook are covered in the corresponding online tests:

- Online Test 1: Chapters 3, 4 & 5
- Online Test 2: Chapters 6, 7 & 8
- Online Test 3: Chapters 9, 10 & 11

There may be revision questions in a test based on chapters already covered.

#### Notes:

- The Moodle system keeps records of your tests' scores.

- All times shown are in Australian Eastern Standard Time - you may need to adjust for your own time zones if completing the online tests.
- Each test has a time limit of 60 minutes and can only be taken once.
- Please do not open the test until you are ready to complete the entire test.
- Only 1 attempt at each test is allowed.
- You must aim to have the quiz tests completed by the closing date.
- There is no penalty for a wrong answer.
- You need to study the textbook, PowerPoint slides, and this UNIT profile carefully;
- There will be no sample quizzes.
- You do not have the option of multiple attempts in this piece of assessment.
- The due dates for the online tests cannot be changed for an individual student due to both technical and equity reasons. Hence, no extension requests will be accepted for the online tests.
- 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, extensions of tests 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;
- Do not wait until the last minute. The UNIT coordinator will not open quizzes again for problems related to LAST MINUTE ATTEMPTS. Special consideration or arrangements will not be granted where the student attempts to complete the online test WITHIN THE LAST 48 HOURS of the test and encounters problems that cannot be resolved before the expiry of the online test.
- Refer system access problems (e.g. MOODLE login or password issues) to the Client Service Centre at [tasac@cqu.edu.au](mailto:tasac@cqu.edu.au) as early as possible.
- "My computer has frozen up during an online test - what do I do?" The first thing to do is "don't panic"! Email the Unit coordinator immediately for assistance identifying YOUR FULL NAME, STUDENT NUMBER, UNIT CODE, CAMPUS, THE QUIZ NUMBER AND THE NATURE OF THE PROBLEM. Any omissions of this required information may delay a response.
- If a student requests a reset of their quiz and the Unit Coordinator agrees to that request, but subsequently the student does not complete the test within the deadline, it will be deemed that the test has not been completed and a score of ZERO will apply. Note that the determination of whether the online test result was affected by technical difficulties will be solely the prerogative of the Unit Coordinator. Simply doing poorly in a test and then asking for a reset will not be considered.

### **Number of Quizzes**

3

### **Frequency of Quizzes**

### **Assessment Due Date**

Various dates - check in moodle

### **Return Date to Students**

On completion of the test

### **Weighting**

30%

### **Assessment Criteria**

Multiple Choice Questions and Answers, where students will find and select the best possible answer out of the given choices.

The total score for this assessment task is 30 marks (3 tests × 10 marks each test = 30 marks).

You will be given 60 minutes ONLY for each test.

### **Referencing Style**

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

### **Submission**

Online

### **Learning Outcomes Assessed**

- critically analyse the nature of service industries and be able to differentiate between goods and services and their marketing;
- identify and apply the major factors presented in the literature that improve the marketing of services;
- identify and critically discuss the role of customer service in the marketing of services; and

### **Graduate Attributes**

- Knowledge
- Research
- Self-management

## 2 Writing and Presenting Slides

### Assessment Type

Written Assessment

### Task Description

#### Assessment Task 2 – Writing and Presenting Slides

**Due date:** 2pm AEST Friday Week 7

**Weighting:** 30%

**Length:** 8 Powerpoint slides max with voice over (of not more than 3 mins in duration) in Moodle plus a Word script (maximum 800 words).

**Task Description** -PPT presentation with voice over and Word written assessment

All assignments should be submitted online through the MRKT 20054 Moodle site. All reports will be checked by Turnitin to compare the report to other sources and will provide students and lecturers with a similarity score for the report. Reports with a similarity score index of more than 20% will be checked for plagiarism (although it may not necessarily mean that the student has plagiarised).

The ability to design and give business presentations is critical to the success of any marketing career. In this assessment task, you as a "service marketing expert" will demonstrate your ability in this regard.

Your task is to develop a 3-minute marketing pitch presentation for a new service that you have developed in any ONE of the following areas:

- Car dealership
- Hotel/ motel or ecolodge
- Gym
- Hair dressing or beauty and spa saloon
- Coffee shop
- Italian or Indian or Chinese food restaurant
- A ferry service to the Whitsundays islands

Be creative! In your pitch, include the following key areas:

- Describe the new service offer – Identify the core and any supplementary elements for the new service;
- Briefly define and justify a target market for the new service;
- Develop an effective positioning strategy and identify your competitive advantage;
- Identify and justify your principal distribution, pricing and promotion strategies.

This presentation should be made within 3 minutes and through 8 PowerPoint slides with bullet points. The slides should follow this structure:

1. Student information and presentation title;
2. Description of the new service offer;
3. Target Market;
4. Positioning Strategy & Competitive Advantage;
5. Distribution strategy;
6. Pricing Strategy;
7. Promotion Strategy;
8. Reference list.

You will also prepare and submit a Word document script 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 will in addition submit their PowerPoint file with voiceover and script in Moodle.
- Distance education students will record their presentation through PowerPoint's "Record Slide Show" function, and



submit their PowerPoint file (with recording) and script in Moodle.

For all students, the Moodle submission of PowerPoint file and script will be due at 2 pm 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.

**Notes:**

- You do not need to read the in text referencing or references at the end of the slides when recording your voice for the PPT presentation.
- When recording, you should use a headset with microphone preferably or speak loudly if you use the inbuilt microphone on your laptop/computer. Please make sure your voice is clear, can be heard and understood when playing the Powerpoint slides BEFORE you upload your work into Moodle.
- The Powerpoint slides and Word script will need to be uploaded in Moodle under the "Assessment 2" link.
- Do NOT insert your audio as a wav.file into the slides because we will not be able to hear you if it is not embedded in the file. To check if it works, you could send your PPT file to a friend and see if they can hear it. Please do not send to the Lecturer or Unit Co-ordinator to check.
- For hints on how to convert a PowerPoint slide to a presentation with voice over, please view the link below. Adding Voice Over to PowerPoint Presentations in 5 Easy Steps:  
<http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>
- For the Word script, please use Times New Roman with font 12 and double line spacing.
- Do NOT click on 'Final submission' of files in Moodle unless BOTH the PPT and Word documents have been uploaded.
- All assignments are to be uploaded into Moodle and not sent to the Unit Co-ordinator's email address for marking.
- You need to start working on this assessment as soon as Week 4 as it involves lots of research and preparation and do not wait until the last minute to do this assessment.
- In the past, some students had to submit their PPT with no voice over because they worked on it at the last minute and subsequently lost marks.

**Assessment Due Date**

Week 7 Friday (28 Apr 2017) 2:00 pm AEST

**Return Date to Students**

Week 10 Friday (19 May 2017)

**Weighting**

30%

**Assessment Criteria**

**Marking criteria**

1. Structure, grammar and referencing
2. Class presentation for on campus students / PPT presentation for DE students
3. Description of the new service offer
4. Target Market, Positioning Strategy & Competitive Advantage
5. Distribution strategy, Pricing Strategy & Promotion Strategy

**Maximum**

6
5
3
6
10
<b>30</b>

**TOTAL**

*Late penalty if applied (1.5 marks per late day)*

*Penalty for plagiarism if applied*

*Modified total score*

**Referencing Style**

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

**Submission**

Online

**Submission Instructions**

See moodle for further information

**Learning Outcomes Assessed**

- critically analyse the nature of service industries and be able to differentiate between goods and services and their marketing;

- identify and critically discuss the role of customer service in the marketing of services; and
- analyse the role of each of the 7Ps of service marketing and identify ways to improve these for a service.

### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

## 3 Individual Report

### Assessment Type

Written Assessment

### Task Description

#### Assessment Task 3 – Individual Report

**Due date:** 2 pm AEST Wednesday Week 12

**Weighting:** 40%

**Length:** 1500 words maximum

### Details - Written assessment

Check out the following ecolodges websites:

<http://www.chiangmaiecolodges.com/>

<http://www.lumerachalets.com.au/>

<http://www.binnaburrallodge.com.au/>

<http://www.baliecolodge.com/>

Your task is to write a report to address the following questions:

1. Choose any **ONE** of the ecolodges above and 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. What criteria would you use for segmentation, for example age, gender, income, occupation, psychographics, family life cycle or other criteria?
2. Identify and describe the key types of perceived risks that customers may experience in purchasing and using the services. (Consider displaying in a table).
3. Consider the extended marketing mix elements of people, process and physical environment that are inherent components of service delivery. How would that ecolodge capitalise on the key search, experience and credence Attributes in relation to people, process and service environment management and design?
4. Provide recommendations as to how the company may work to alleviate the perceived risks, before, during and after the service experience.
5. Finally, you are to provide a statement to reflect on how the Service Industry Marketing Unit has been valuable to you so far.

Your arguments 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;
- target market description and segmentation criteria;
- key types of perceived risks;
- managing Search, Experience and Credence Attributes in relation to people, process and service environment management and design;
- recommendations to alleviate the perceived risks, before, during and after the service experience;
- reflection statement on value of studying the Service Industry Marketing Unit

- reference list.

**Assessment Due Date**

Week 12 Wednesday (31 May 2017) 2:00 pm AEST

**Return Date to Students**

Wednesday 22nd June 2017

**Weighting**

40%

**Assessment Criteria**

Marking criteria	Maximum
Structure, grammar, presentation and referencing	5
1. Target market description and segmentation criteria	10
2. Types of perceived risks	5
3. Managing search, experience and credence attributes in relation to people, process and service environment management and design	10
4. Recommendations to alleviate perceived risks	7
5. Reflection statement on value of studying Service Industry Marketing Unit	3
<b>TOTAL</b>	<b>40</b>

*Late penalty if applied (2 marks per late day)*

*Penalty for plagiarism if applied*

*Modified total score*

**Referencing Style**

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

**Submission**

Online

**Submission Instructions**

See moodle for further information

**Learning Outcomes Assessed**

- identify and apply the major factors presented in the literature that improve the marketing of services;
- critically analyse the marketing situations of services using a number of the main analytical tools in the literature;
- identify and critically discuss the role of customer service in the marketing of services; and
- analyse the role of each of the 7Ps of service marketing and identify ways to improve these for a service.

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

## 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