



MRKT20054 *Service Industry Marketing*

Term 1 - 2018

Profile information current as at 07/05/2024 04:46 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 - 2018

- 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 Moodle

Feedback

One student said the quiz was not a good way of testing knowledge and he/she preferred marked presentations in class.

Recommendation

Class presentations will replace the quiz.

Feedback from Moodle

Feedback

- A student preferred a workshop format instead of a lecture and tutorial format.

Recommendation

This will be discussed in the Discipline area.

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

Textbooks and Resources

Textbooks

MRKT20054

Prescribed

Essentials of Services Marketing

3rd Global Edition (2018)

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

Pearson

USA

ISBN: 9781292089959

Binding: Paperback

Additional Textbook Information

Students can also purchase the ebook here: <http://www.pearson.com.au/9781292089959>

[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

Parves Sultan Unit Coordinator

p.sultan@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

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

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Consumer behaviour in a services context and Positioning services in competitive markets	2 & 3	

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Developing service products and brands	4	

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Distributing services through physical and electronic channels	5	All Online Tests Open Monday 9:00 AM AEST
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Week 5 - 02 Apr 2018

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

Vacation Week - 09 Apr 2018

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

Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Promoting services and educating consumers	7	

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Designing service processes	8	

Week 8 - 30 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Online Test 2 Due Friday 2:00 PM AEST
Balancing demand and capacity	9	Writing and Presenting Slides Due: Week 8 Friday (4 May 2018) 2:00 pm AEST

Week 9 - 07 May 2018

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

Week 10 - 14 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Managing People for service advantage & Managing relationships and building loyalty	11 & 12	

Week 11 - 21 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Complaint handling and service recovery	13	Online Test 3 Due Friday 2:00 PM AEST

Week 12 - 28 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Improving service quality and productivity & Building a world-class service organisation	14 & 15	Individual Report Due: Week 12 Friday (1 June 2018) 2:00 pm AEST

Review/Exam Week - 04 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 11 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic

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 quiz 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.
- 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 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

Other

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 8

Weighting: 30%

Length: 8 Powerpoint slides max. in Moodle.

Task Description – CLASS/ZOOM PPT presentation

All assignments should be submitted online through the MRKT 20054 Moodle site and will be checked by Turnitin to compare the report to other sources. This will provide students and lecturers with a similarity score. 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 5-minute marketing pitch presentation for a new service that you have developed in any ONE of the following areas:

- House cleaning service
- Jewellery repair shop
- Events or conference venue facilities for your hotel/motel
- Car rental company
- Smartphone repair shop

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 5 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 (more than 15 academic references).

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

- On-campus students will deliver their presentation in class in Week 8 or Week 9 (preferably), depending on their lecturer's scheduling, and will in addition submit their PowerPoint file in Moodle by the deadline date and time.
- Distance education students will do their presentation with PowerPoint during a zoom meeting organised in conjunction with the Unit Co-ordinator either in Week 8 or 9 (preferably), and submit their PowerPoint file in Moodle by the deadline date and time.

For all students, the Moodle submission of the PowerPoint file will be due at 2 pm AEST Friday Week 8.

Notes:

- The Powerpoint slides will need to be uploaded in Moodle under the "Assessment 2" link.
- Try to include a moderate number of words on the PPT slides so the reader can understand what you are talking about even if the listener misses some points while you are talking during your presentation. However, do not overload your slides with words and be professional in terms of the presentation of the slides. Use at least Font size 20 on the PPT slides.
- Do NOT click on 'Final submission' of files in Moodle unless your PPT document has 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.

Assessment Due Date

Week 8 Friday (4 May 2018) 2:00 pm AEST

Return Date to Students

Week 11 Friday (25 May 2018)

Weighting

30%

Assessment Criteria

Marking criteria

1. Structure, grammar and referencing, oral presentation (clear pronunciation, professionalism, fluency)
2. Description of the new service offer
3. Target Market, Positioning Strategy & Competitive Advantage
4. Distribution strategy, Pricing Strategy & Promotion Strategy

Maximum

6
4
10
10

TOTAL

30

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 Friday Week 12

Weighting: 40%

Length: 3000 words maximum

Details - Written assessment

As a consumer, you have experienced at least one service such a visiting a doctor, a local restaurant or a tourist attraction.

Your task is to write a report to address the following questions for any service of your choice with which you were not happy:

1. Describe the service and discuss the reason(s) why you were not happy;
2. Discuss the importance of customer service for that service provider;
3. Identify and discuss ways how service quality and productivity can be improved for that particular service.
4. 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 15 academic references.

Your report should follow the subsequent structure:

- title page;
- executive summary;
- table of contents;
- introduction;
- service description and reasons for dissatisfaction;
- importance of customer service;
- ways to improve service quality and productivity

- reflection statement on the value of studying the Service Industry Marketing Unit
- reference list.

Assessment Due Date

Week 12 Friday (1 June 2018) 2:00 pm AEST

Return Date to Students

Friday 22 June 2018

Weighting

40%

Assessment Criteria

Marking criteria	Maximum
Structure, grammar, presentation and referencing	5
1. Service description and reasons for dissatisfaction	8
2. Importance of customer service	7
3. Ways to improve the service quality and productivity	15
4. Reflection on value of this Unit	5
TOTAL	40

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