



# MRKT20054 *Service Industry Marketing*

## Term 1 - 2019

Profile information current as at 07/05/2024 02:34 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 - 2019

- 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 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 "Have Your Say" survey

##### Feedback

Including weekly headings in the Moodle could provide a clear guidance, though those are available in the discussion slides.

##### Recommendation

The coordinator for T1-2019 is suggested to do this.

## 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	○	○	○	○	○
2 - Communication	○	○	○	○	○

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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

3rd Global Edition (2018)

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

Pearson

USA

ISBN: 9781292089959

Binding: Paperback

#### Additional Textbook Information

An e-textbook is available in the publisher's Website for online purchase here:

<http://www.pearson.com.au/9781292090061>

However, if you prefer a paper copy, they are available at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

[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](mailto:p.sultan@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

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

### Week 2 - 18 Mar 2019

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

### Week 3 - 25 Mar 2019

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

### Week 4 - 01 Apr 2019

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

### Week 5 - 08 Apr 2019

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 - 15 Apr 2019

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

### Week 6 - 22 Apr 2019

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

### Week 7 - 29 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Designing service processes	8	<b>Service Theory, Practice and data analytics</b> Due: Week 7 Friday (3 May 2019) 5:00 pm AEST

### Week 8 - 06 May 2019

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

## Week 9 - 13 May 2019

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

## Week 10 - 20 May 2019

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

## Week 11 - 27 May 2019

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

## Week 12 - 03 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
Improving service quality and productivity & Building a world-class service organisation	14 & 15	<b>Service Quality Assessment and Promotion Plan</b> Due: Week 12 Friday (7 June 2019) 5:00 pm AEST

## 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 world wide 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**

Other

#### **Assessment Due Date**

Various dates - check in the Unit Profile and Unit Moodle site

#### **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 Service Theory, Practice and data analytics

### Assessment Type

Written Assessment

### Task Description

This assessment task required you to select one of the two services sectors - 1) Higher Education, OR 2) Tourism. Your task is to find five (5) research articles published between 2014 and 2019 in one or more of these academic journals, including the Managing Service Quality (now it is renamed as the Journal of Service Theory and Practice), Journal of Brand Management, Journal of Service Management, International Journal of Service Industry Management, European Journal of Marketing, Journal of Consumer Studies, Tourism Management, Journal of Hospitality and Tourism Research, and International Journal of Hospitality Management.

Prepare an Annotated Bibliography for each of the selected research papers comprising of the aim/objectives of the research paper; the theory, context and brief research methods applied; data analytics techniques used; major findings of the study; major limitations of the study; and future research directions.

A short guide to an annotated bibliography is available in online sources, however, for your convenience, you can watch this video clip: <https://www.youtube.com/watch?v=yAgmmjV3RIU>. Please note that the Turnitin matching rate must be below 20%, and the word limit between the introduction and conclusion sections is 1300-1500 words.

### Assessment Due Date

Week 7 Friday (3 May 2019) 5:00 pm AEST

### Return Date to Students

Week 9 Friday (17 May 2019)

### Weighting

30%

### Assessment Criteria

Quality of the Report (title page, table of contents, executive summary, introduction, language, format, style, citations and references, conclusion) - 5 marks

Annotated Bibliography (each will have 180-250 words and include aim/objectives of the research paper; the theory, context, brief research methods and data analytics techniques applied; major findings of the study; major limitations of the study; and future research directions) - (5 research papers x 5 marks)

### Referencing Style

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

### Submission

Online

### Submission Instructions

Only .doc or .docx file

### 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 Service Quality Assessment and Promotion Plan

### Assessment Type

Written Assessment



## Task Description

There are two parts of this assessment task.

1. You as a Service Customer identify the five major factors that affect the quality and delivery of higher education services to the students. The five major factors you identify must be explained and supported by the current and relevant literature, and demonstrate your reflection.
2. You as a Marketing Communication Director of a higher education institution, prepare a marketing promotion plan for 2020 and include the following components: (i) marketing communication objectives to reflect and achieve the five major factors you identify in point (1), (ii) promotional mix elements to be employed to achieve the objectives, (iii) criteria to be employed to measure the objectives at the end of 2020, and (vi) budget and timeline.

Please note that the Turnitin matching rate must be below 20%. The word limit for this assessment task is 2000-2500 words.

## Assessment Due Date

Week 12 Friday (7 June 2019) 5:00 pm AEST

## Return Date to Students

Exam Week Friday (21 June 2019)

## Weighting

40%

## Assessment Criteria

Quality of the Report (title page, table of contents, executive summary, introduction, language, format, style, citations and references, conclusion) - 5 marks

Identification of the five (5) major factors that affect the quality and delivery of services (include reflection and explanation with relevant and recent service theories published in academic literature) - 15 marks (5 factors x 3 marks)

Marketing promotion plan (components include: (i) communication objectives to reflect and achieve the five major factors, (ii) promotional mix elements to achieve the objectives, (iii) criteria to measure the objectives at the end of 2020, and (vi) budget and timeline) - 20 marks (4 components x 5 marks)

## Referencing Style

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

## Submission

Online

## Submission Instructions

Only .doc or .docx file

## 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