



MRKT20054 *Service Industry Marketing*

Term 1 - 2021

Profile information current as at 01/07/2022 02:24 pm

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

Pre-requisite: MRKT20052 Marketing Management and Digital Communications.

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 - 2021

- 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. **Presentation**

Weighting: 20%

2. **Written Assessment**

Weighting: 40%

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

No Feedback or recommendations have been received from students.

Recommendation

Students will be notified by the unit coordinator(s) to provide feedback or qualitative comments if possible when the unit will be offered in T1 2021.

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
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 - Presentation - 20%	•		•	•	
2 - Written Assessment - 40%		•			
3 - Written Assessment - 40%					•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○
2 - Communication	○		○	○	
3 - Cognitive, technical and creative skills	○	○	○	○	○

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 - Presentation - 20%	○	○	○	○				
2 - Written Assessment - 40%	○		○					
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; 9781292090061(ebook)

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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Janice Ban Unit Coordinator

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Schedule

Week 1 - 08 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Service Marketing.	Chapter 1	Overviews of the unit profile, assessments, and Moodle mapping In-class activities: Discussion questions/ exercised / case study.

Week 2 - 15 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Behaviour in a services context & Positioning Services in competitive markets.	Chapter 2 & 3	Interactive discussion, overview, and mapping of the resources for the assessment task 1. In-class activities: Discussion questions/ exercised / case study.

Week 3 - 22 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Developing Service Products and Brands.	Chapter 4	Interactive discussion: assessment task 1 In-class activities: Discussion questions/ exercised / case study.

Week 4 - 29 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Distributing Services Through Physical and Electronic Channels.	Chapter 5	Interactive discussion: assessment task 1. In-class activities: Discussion questions/ exercised / case study.
		Individual presentation Due: Week 4 Friday (2 Apr 2021) 5:00 pm AEST

Week 5 - 05 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Setting Prices and Implementing Revenue Management.	Chapter 6	Interactive discussion, overview, and mapping the resources for the assessment task 2. In-class activities: Discussion questions/ exercised / case study.

Vacation Week - 12 Apr 2021

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

Week 6 - 19 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Promoting Services and Educating Customers.	Chapter 7	Interactive discussion: assessment task 2 In-class activities: Discussion questions/ exercised / case study.

Week 7 - 26 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
Designing Service Processes	Chapter 8	Interactive discussion: assessment task 2 In-class activities: Discussion questions/ exercised / case study. Written Assessment Due: Week 7 Friday (30 Apr 2021) 5:00 pm AEST

Week 8 - 03 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Crafting the service environment.	Chapter 10	Interactive discussion, overview, and mapping the resources for the assessment task 3. In-class activities: Discussion questions/ exercised / case study.

Week 9 - 10 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Managing people for service advantage.	Chapter 11	Interactive discussion: assessment task 3. In-class activities: Discussion questions/ exercised / case study.

Week 10 - 17 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Managing Relationships and Building Loyalty	Chapter 12	Interactive discussion: assessment task 3. In-class activities: Discussion questions/ exercised / case study.

Week 11 - 24 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Complaint Handling and Service Recovery.	Chapter 13	Interactive discussion: assessment task 3. In-class activities: Discussion questions/ exercised / case study.

Week 12 - 31 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Improving service quality and productivity.	Chapter 14	Interactive discussion, closing the unit, and concluding remarks. Written assessment (A service brand equity framework) Due: Week 12 Friday (4 June 2021) 5:00 pm AEST

Review/Exam Week - 07 Jun 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 14 Jun 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Individual presentation

Assessment Type

Presentation

Task Description

The ability to design and give service marketing 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 product for a reputed service providing company. You will consider the marketing literature or in the real world (e.g. news releases, business press, and consumers' recent feedbacks/reviews) to understand and outline expected consumer values for the 'service product concept'. The presentation should demonstrate what value propositions you are offering to your target market, and explain why the 'service product concept' has potential in the market. You will also prepare a script (i.e., a Word document) in which you will write out or at least outline what you intend to say in your presentation. This script has a maximum word limit of 1000. 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;
- analyse consumers' reviews and feedbacks and identify the critical value propositions.
- Justify and explain why the new service product concept is innovative and attractive to the market with supporting evidence
- Provide relevant theory/models/ frameworks to justify your arguments. A minimum of 3 academic journal articles is required.

This presentation should be made within 5 minutes and through 5 PowerPoint slides. The slides should follow this structure:

1. Student information and presentation title;
2. Description of the new service product offer
3. Target Market;
4. Positioning Strategy & Value Propositions
5. Reference lists (more than 3 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 5 and 6, depending on their lecturer's scheduling
- Submit their PowerPoint file and transcripts (maximum 1000 words) on Moodle by the deadline.
- Distance students will record their presentation through PowerPoint's "Record Slide Show" function and submit their PowerPoint file (with recording) and script on Moodle.
- For all students, the Moodle submission of the PowerPoint file will be due at 5 pm AEST Friday Week 4.

Assessment Due Date

Week 4 Friday (2 Apr 2021) 5:00 pm AEST

Return Date to Students

Weighting

20%

Assessment Criteria

- Explanation (4 marks)
- Demonstration (4 marks)
- Identification (4 marks)
- Justification (4 marks)
- Presentation (4 marks)

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Please upload your Power Point file and a Word script via the assessments link on Moodle.

Learning Outcomes Assessed

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

Graduate Attributes

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

2 Written Assessment

Assessment Type

Written Assessment

Task Description

Choose a reputed 'service providing company' of your preference. You can choose the same company you had worked for assessment task 1. In this assessment task, you will develop a services marketing case on how culture shaped the service providing company's marketing mix elements.

Your case should include the following key features.

- Background: Provide some key facts about the company/industry and its current sales, market share, and/or growth potential.
- Culture's effect on service operation: Identify and discuss some key issues of cultural challenges that the company had faced earlier and their effects on the company's service offering and marketing mix (4P) elements.
- Strategies implemented to overcome the challenges: Identify the appropriate 4P strategies that the service providing company had implemented to overcome the cultural challenges. Explain with relevant theories you have studied in this unit.
- Lessons learned: Reflect and explain what you and/or other relevant companies in the same industry can learn from this case. Make specific suggestions with justification.
- Present the report in a professional manner, including expression, grammar, and sentence, style, format, title page, table of contents, citations, and references, etc. A minimum of 10 academic journal articles is required.

Please find below some notes for this task.

- Consider relevant cases, textbook(s), published research papers, behavioural theories, authentic Web sources, reviews, and the like. You can also find supplementary information in various secondary sources, including annual reports, trade journals, Websites, press releases, advertisements, and News.
- The Turnitin matching rate must not exceed 20%.
- The total word limit for this assessment task is 2000 words (excluding the title page, executive summary, table of contents, reference list, and appendices).
- As per the policy, late submission of an assessment task will attract a 5% deduction of available marks for each day after the due date.

Assessment Due Date

Week 7 Friday (30 Apr 2021) 5:00 pm AEST

Return Date to Students

Week 9 Friday (14 May 2021)

Weighting

40%

Assessment Criteria

- Background (8 marks)
- Culture's effect on service operation (9 marks)
- Strategies implemented to overcome the challenges (9 marks)

- Lessons learned (9 marks)
- Report presentation (5 marks)

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Please upload your file in a Word format (.doc or .docx) via the assessment link on Moodle

Learning Outcomes Assessed

- Identify and apply the major factors presented in the literature that improve the marketing of services

Graduate Attributes

- Knowledge
- Cognitive, technical and creative skills

3 Written assessment (A service brand equity framework)

Assessment Type

Written Assessment

Task Description

As a brand equity manager to a reputed service company/brand, you have been requested to prepare a report suggesting how to enhance brand equity.

Your report should include the following key features.

- Identification: Identify the most important factors that affect service brand equity.
- Explanation: Provide reflections from literature and in the context of your company/brand and explain how the identified factors would help to achieve brand equity.
- Formulation: Formulate context-specific and realistic strategies for enhancing brand equity for the identified factors that are clustered under the 7Ps of services marketing mix elements.
- Presentation: Present the report in a professional manner, including expression, grammar, and sentence, style, format, title page, table of contents, citations, and references, etc. A minimum of 10 academic journal articles is required.

Please find below some notes for this task.

- Consider relevant cases, textbook(s), published research papers, brand equity and behavioural theories, authentic Web sources, reviews, and the like. You can also get supplementary information from various secondary sources, including annual reports, trade journals, Websites, press releases, advertisements, and News.
- The Turnitin matching rate must not exceed 20%.
- The total word limit for this assessment task is 2000 words (excluding the title page, executive summary, table of contents, reference list, and appendices).
- As per the policy, late submission of an assessment task will attract a 5% deduction of available marks for each day after the due date.

Assessment Due Date

Week 12 Friday (4 June 2021) 5:00 pm AEST

Return Date to Students

Assessment will be returned following Certification of Grades.

Weighting

40%

Assessment Criteria

- Identification (8 marks)
- Explanation (12 marks)
- Formulation (12 marks)
- Research / Presentation (8 marks)

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Only online submission in Word Format (.doc; .docx).

Learning Outcomes Assessed

- Analyse the role of each of the 7Ps of service marketing and identify ways to improve these for a service.

Graduate Attributes

- Knowledge
- Cognitive, technical and creative skills
- Research

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