UNIT INFORMATION

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| **UNIT CODE** | BZ254 |
| **UNIT NAME** | Services Marketing |
| **ASSOCIATED HIGHER**  **EDUCATION AWARDS** | Bachelor of Business |
| **DURATION** | One semester |
| **LEVEL** | Intermediate |
| **UNIT COORDINATOR** | Felicia Limmer |
| **TEACHING STAFF** | Felicia Limmer / Devon Holloway |
| **CORE / ELECTIVE** | Core |
| **WEIGHTING** | Unit credit points 10  Course credit points:  240 - Bachelor of Business |
| **LEARNING DELIVERY** | Interactive engagement through on-campus or online learning modes with full access to CHC’s learning portal of resources:  **On-Campus mode**   * Weekly lecture/tutorial.   Plus, CHC learning portal resources (see below).  **On-line mode**   * CHC learning portal (Moodle™) including:   + Synchronous and asynchronous virtual lectures   (multi-user collaborative learning interfaces, lecture capture, interactive Power Point presentation and resources)   * lecture capture recordings bank * weekly readings * learning guides; * assessment guides * Collaborative forums: Student forums and News forum. * Turnitin assessment and feedback tool.   All unit outlines are reviewed prior to the offering of the unit to take account of student and lecturer feedback. |
| **STUDENT WORKLOAD** | **Face-to-face on-site**  Timetabled hours per week: 3 hours  Personal study hours per week: 7 hours  Total workload hours per week: 10 hours  **Total 150 hours**  **External/Online**  Timetabled hours per week: 6 hours  Personal study hours per week: 4 hours  Total workload hours per week: 10 hours  **Total 150 hours**  Students requiring additional English language support are expected to undertake an additional one hour per week. |
| **PREREQUISITES / COREQUISITES /**  **RESTRICTIONS** | BZ103 Introduction to Marketing |

RATIONALE

Marketing of services such as tourism, education health, sports, finance, social networking and charities requires an understanding of the decision process for services and use of different skills than those required for traditional marketing of tangible goods. Services industries have experienced significant growth over recent years and now comprise a large part of a country’s GDP. This distincitive nature of services requires the use of tools and an understanding of concepts that underpin service success.

CONTENT

1. Introduction to services marketing and course overview, including biblical Christian perspectives with emphasis on ethical issues
2. Consumer behaviour and culture in a services context
3. The Customer Journey
4. Managing relationships and building loyalty
5. Improving quality
6. When things go wrong – service recovery
7. Segmentation, Targeting and Positioning in services
8. Managing People
9. Products and Place in the service context
10. Price in the service context
11. Promotion in the service context
12. Group Oral presentations
13. Course Review

LEARNING OUTCOMES

On completion of this unit, students should be able to:

1. Demonstrate broad and coherent knowledge of the principles and underlying concepts unique to services marketing.

Graduate Attribute(s): 3

AQF: 1

1. Use critical thinking to recognise, evaluate and solve services marketing problems.

Graduate Attribute(s): 6

AQF: 4

1. Evaluate and apply knowledge of consumer decision-making processes in demand for services, as relevant for the development of marketing strategies.

Graduate Attribute(s): 4

AQF: 6

1. Demonstrate decision making and well-developed judgement in applying a biblical Christian perspective on services marketing, with emphasis on ethical issues relevant to services firms.

Graduate Attribute(s): 8

AQF: 7

1. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.

Graduate Attribute(s): 5

AQF: 5

ASSESSMENT TASKS

A grade of at least 50% overall is required to pass this unit. Students must submit a reasonable attempt at all assessment items.

**TASK 1: SERVICE ENCOUNTER CRITIQUE**

This assignment task requires you to keep a journal of 5 service encounters at different service providers in the first 5 weeks for the course. Then as a marketing consultant you are to consider the best and worst of these encounters to analyse what was done well and use services marketing theory to identify areas that the organisation could further improve on. You will finish with a reflection on how this guides your own thinking as a future marketing professional.

Word Length/Duration: 1200 words

Weighting: 25%

Learning Outcomes: 1, 2, 5

Assessed: Week 7

**TASK 2: GROUP CASE STUDY - ORAL PRESENTATION**

This assignment task requires you to work in a small group of 2-3 students. As a group you will choose one of the service organisations that you identified in the Service Encounter journals used for Assignment 1.

Your team will take the role of a marketing consultancy firm who have been asked to audit and provide recommendations for this service provider. The service audit will contain a critical analysis of the service experience, including discussion of the strengths and weaknesses of the organisation’s service delivery.

To do this the group will consider and discuss any issues relating to quality management in this service organisation, the extended marketing mix (i.e., physical evidence, people, process, product, promotion, price and place), and any issues that relate to the involvement of customers in service delivery. Ethical considerations from a Biblical Worldview will also be considered.

From this analysis it is expected that you will make recommendations to the organisations of how to close service delivery or quality gaps and make improvements to some of their extended marekting mix elements. These recommendations should flow from the audit and be well jutified with academic research and links to marketing theory.

Word Length/Duration: Group oral presentation 30 minutes with presentation notes

Weighting: 35%

Learning Outcomes: 1-5

Assessed: Week 13

**TASK 3: FINAL EXAMINATION**

Comprising short answer and case study responses

Word Length/Duration: 3 hours

Weighting: 40%

Learning Outcomes: 1-4

Assessed: Weeks 16 & 17

ASSESSMENT ALIGNMENT

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| **Assessment Task** | **Learning Outcome** | **Content** | **Graduate Attributes** | **AQF Standards** |
| Task 1 | 1, 2, 5 |  |  | 1, 4, 5 |
| Task 2 | 1, 2, 3, 4, 5 |  |  | 1, 4, 5, 6, 7 |
| Task 3 | 1, 2, 3, 4 |  |  | 1, 4, 6, 7 |

SPECIALIST FACILITIES OR EQUIPMENT

Nil.

PRESCRIBED TEXTS

*Note*: Students are expected to purchase or have access to the prescribed text(s).

Wirtz, J., & Lovelock, C. (2017). *Essentials of Services Marketing.* (3rd ed.). Upper Saddle River, NJ: Pearson Higher Ed. ISBN 9781292089959

Additional reading will be supplied via the Moodle™ web page for this unit.

RECOMMENDED READINGS

**BOOKS**

*Note: The following books are available for loan from the CHC library - purchase is optional.*

Armstrong, G., Adam, S., Denize, S., Volkov, M. & Kotler, P. (2018). *Principles of marketing.* (7th ed.). Melbourne: Pearson Australia.

Belch, G., Belch, M., Kerr, G., & Powell, I. (2020). *Advertising: An integrated marketing communication perspective.* (4th ed.). Sydney, NSW: McGraw-Hill.

Clow, K. E., & Baack, D. (2017). *Integrated advertising, promotion, and marketing communications.* (8th ed.). Boston: Pearson Education Inc.

Hill, A. D. (2018). *Just business: Christian ethics for the marketplace.* (3rd ed.). Downers Grove, IL: InterVarsity Press.

Hoffman, K., & Bateson, J. (2016). *Services marketing: Concepts, strategies, & cases.* (5th ed.). USA: Cengage Learning Inc.

Zeithaml, V. (2017). *Services marketing: Integrating customer focus across the firm.* (7th ed.). Europe: McGraw Hill Education.

**JOURNALS** **AND PERIODICALS**

*European Journal of Marketing*

*Journal of Advertising*

*International Journal of Marketing and Business Communications*

*Journal of Marketing Theory and Practice*

*Journal of Consumer Psychology*

*The Journal of Consumer Marketing*

*Psychology and Marketing (e Journal)*

*Harvard Business Review*

**WEBSITES**

Nil.

**OTHER**

In addition to the resources above, students should have access to a Bible, preferably a modern translation such as The Holy Bible: The New International Version 2017 (NIV 2017) or The Holy Bible: New King James Version (NKJV).

These translations and many others may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.

UNIT REVIEW

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| **SEMESTER** | **FEEDBACK AND RESPONSE** |
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