



MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description

In today's dynamic business environment, services play a pivotal role in shaping knowledge-driven economies and industries. This course is designed to provide a comprehensive understanding of the unique challenges and opportunities associated with the management and marketing of intangible offerings to improve business performance.

The major focus of the course examines the intricacies of marketing services, exploring strategies, tools, and frameworks specific to service-based industries. Students will gain insights into designing and delivering exceptional service experiences across physical and virtual channels, managing customer relationships for growth, and developing effective marketing strategies for diverse service contexts.

Emphasis is placed upon both the extended services marketing mix, and the relationship marketing continuum, including aspects relevant to the role of technology to drive efficiency and growth to achieve organisational performance, and the importance of a thorough understanding of the importance of ethics and social responsibility issues in marketing.

Sustainable Development Goals



Contact Hours

Online:

Online workshops and discussion forums as per course requirement for the full trimester.

Unit Weighting

10 units

Assumed Knowledge Workload

GSBS6005 Marketing Management and Planning

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Please refer to the course **CANVAS** site for details of teaching staff for **ALL** course offerings. The primary contact for courses is the **Course Coordinator**, whose details are listed on the course **CANVAS** site.

Student Consultation

A minimum of one (1) hour of consultation per week. Please see course **CANVAS** site for details of time and location.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Explain and demonstrate how service products differ from tangible goods, and how this can impact marketing strategy design and execution;
2. Apply the extended services marketing mix to develop a marketing strategy for an organisation;
3. Recognise service quality and productivity issues and key success factors in the creation of service based competitive advantage;
4. Evaluate the implications of establishing long-term relationships with a variety of audiences;
5. Reflect critically on services and relationship marketing from both the perspective of consumer, and marketer;

COURSE OUTLINE

6. Develop marketing strategies for delivering value to stakeholders with a view to fostering loyalty;
7. Assess and explain the role that information and communication technologies play in supporting services and relationship marketing and
8. Recognise the importance of ethics and socially responsible behaviour to services and relationship marketing practice.

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Service Encounter Analysis Report	Sunday Week 6 by 11:59 pm	Group	30%	3, 4, 5, 6, 7
2	Customer Relationship Management (CRM) Report	Sunday Week 11 by 11:59 pm	Individual	30%	4, 5, 6, 7
3	Final Examination	Formal Examination Period	Individual	40%	1, 2, 5, 8

Please note: students are advised that ALL assessments must be submitted in English. Assessments not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 – Service Encounter Analysis Report

Assessment Type

Written report

Purpose

The purpose of this report is to assess your team's ability to critically evaluate the customer experience offered by a service through the utilisation of multiple service quality assessment tools. You are also expected to demonstrate your ability to work cohesively as a team to provide a well-justified report.

Description

Your task is to critically analyse the service encounter for a specific service provider (e.g., Qantas, Emirates, Novotel, Myer, Telstra, The Forum, Ginger Megs) from any industry (retail, banking, hospitality, airlines, telecommunications, education) and discuss actionable recommendations to improve the service experience. This will require the members of the team (max 4 peers) to select a service provider of their choice and go through the service experience delivered by that provider. The team is to analyse and critique the service encounter by considering both the teams direct experience with the service and the indirect experience from the reviews of other customers (e.g., examining online reviews) to be able to assess service quality of their chosen service provider. Your discussion must include scholarly and industry sources to support and justify statements made. More detailed guidelines for this assessment task are available in CANVAS. A dedicated discussion board for this Assessment will be open for enquiries on this course CANVAS site and a Question-and-Answer session will run in Week 4 of the course.

Weighting

30%

Length

3000 words (+/- 10%)

Due Date

Sunday of Week 6 by 11:59 pm

Submission Method

Online by **ONE** group member on CANVAS

Assessment Criteria

Please look to the Assessment Item One folder on the course CANVAS site for detailed assessment information.

Return Method

Online

Feedback Provided	Online within two (2) weeks of submission.
Assessment 2 - Customer Relationship Management (CRM) Report	
Assessment Type	Written Report
Purpose	The purpose of this report is to evaluate your ability to conceptualise and understand customer relationship management (CRM) and provide solutions for the internal and external marketing strategies for a service organisation.
Description	You are asked to critically evaluate the CRM strategy of a service organisation and develop actionable recommendations to improve their ongoing relationship marketing strategies with their customers. To complete this assessment, you will need to select a service organisation that you intimately aware of (for example, you may be a current customer or an employee) or an organisation you are able to access information from. More detailed guidelines for this assessment task are available in CANVAS. A dedicated discussion board for this Assessment will be available for student enquiries on this course CANVAS site and a Question-and-Answer session will run in Week 9 of the course.
Weighting	30%
Length	3000 words (+/-10%)
Due Date	Sunday of Week 11 by 11:59 pm
Submission Method	Online – via CANVAS
Assessment Criteria	Please look to the Assessment Item Two folder on the course CANVAS site for detailed assessment information.
Return Method	Online
Feedback Provided	Online within two (2) weeks of submission.

Assessment 3 - Final Examination

Assessment Type	Formal Examination
Purpose	The exam aims to test your knowledge and understanding of the theories covered during the course, and importantly, it also aims to identify your critical thinking with respect to the real-world application of services and relationship marketing management. More details with respect to the exam will be given in CANVAS closer to the date
Description	The exam will consist of questions related to a given services and relationship marketing scenario and may also include general questions about theories that have been introduced. This course has an OPEN BOOK examination. The exam will be completed ONLINE and will be invigilated. Any hardcopy materials , including a thesaurus, a dictionary, or a translation dictionary are permitted in the examination. No devices are permitted to be used in the examination, other than non-programmable calculators (if specifically advised on the examination paper) and the computer on which the student is completing the examination. Students are not permitted to use their computer for accessing any applications other than Zoom, CANVAS and an e-text/class notes. The examination invigilator can direct a student to share their screen at any time during the examination. If a student is found to be using other computer applications or devices, they will be reported for academic misconduct.
Weighting	40%
Length	120 minutes
Due Date	Formal Examination Period – check course CANVAS site for more detail information.
Submission Method	Formal Examination
Assessment Criteria	Relevance of the answer. Learning objectives will be used as the basis for assessment of specific questions
Return Method	Not Returned
Feedback Provided	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period cannot be considered.

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. Service Frameworks and Blueprinting
2. Consumer behaviour and the service environment
3. STP analysis; Pricing and revenue management
4. Managing capacity and demand; Communications strategies for services
5. Service quality (the GAPS model), customer satisfaction and service productivity
6. The customer service function; Complaints and service recovery
7. ICT, services internationalisation, and globalisation
8. Loyalty issues and Relationship Marketing
9. Relationship drivers; Relationship technologies; The relationship marketing plan
10. Overview of relationship economics for relationship management
11. Managing relationships and strategic issues; The strategy continuum
12. Emerging issues in Services and Relationship Marketing.

Course Materials

Required Text:

Wirtz, J. and Lovelock, C. *Essentials of Services Marketing*, 4th ed. (2021). Sydney: Pearson Education.

ISBN: 978-1-292-08995-9

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Services and Service Frameworks	Chapters 1, 4 and 5	
2	Consumer Behaviour and The Service Environment	Chapters 2 and 10	
3	Managing People and The Service Process (Blueprinting)	Chapters 8 and 11	
4	Service Quality, Customer Satisfaction and Service Productivity	Chapters 14	Assessment Item One Q&A
5	Complaint Handling and Service recovery.	Chapters 13	
6	The Customer Service Function Services Internationalisation and Globalisation	Chapter 15	Assessment 1 due: Sunday of week 6 by 11:59 pm
7	Relationship Marketing and its Role in Loyalty	Chapter 12	
8	The Economics of Relationship Management	Chapter 12 and journal articles	
9	Relationship Drivers and Emerging Technologies in Service	Chapter 12 and journal articles	Assessment Item Two Q&A
10	Managing relationships and strategic issues; The strategy continuum. The Relationship Marketing Plan	Chapter 12 and journal articles	
11	Emerging issues in Services and Relationship Marketing	Journal articles	Assessment 2 due: Sunday of week 11 by 11:59 pm
12	Course and Final examination Review		

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

School Office **Newcastle Business School – Callaghan, Newcastle City & Online**
 NU Space
 409 Hunter Street
 Newcastle
nbs.enquiries@newcastle.edu.au
 +61 2 4921 5511

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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