



*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

Service industries dominate advanced economies. Services Marketing examines the differences between the marketing of goods and services and extends the traditional strategic marketing mix to include additional elements appropriate to the distinct features of services. Other topics include internal marketing, managing evidence, relationship marketing, services and globalisation, quality service delivery and measurement and service customisation. Independently and collaboratively, students engage in Services Marketing inquiry and research developing valued problem solving and decision-making attributes.

### Sustainable Development Goals



### Contact Hours

#### Integrated Learning Session

Face to Face On Campus

Two (2) hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

### Unit Weighting

10

### Assumed Knowledge

MKTG2100 Principles of Marketing or MKTG1001 Foundations of Marketing

### Workload

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. Demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities;
2. Demonstrate a knowledge of the extended marketing mix for services;
3. Develop and justify marketing planning and control systems appropriate to service-based activities;
4. Specify, analyse, and select markets for specific service products;
5. Prepare and justify marketing mixes and information systems for service-based organisations;
6. Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty;
7. Exhibit the capability to work effectively within a team environment;
8. Apply relevant services marketing theory, research and analysis

# COURSE OUTLINE

- skills to contemporary case studies and communicate outcomes employing professional discourse and formats; and
9. Conduct an investigation of service delivery systems, collecting, analysing data, and synthesising information to provide valid conclusions.

## ASSESSMENT DETAILS

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	Case Study Analysis	Sunday of Week 5 by 11:59 pm	Individual	30%	1, 2, 4, 6
2	Service Delivery System (SDS) & Customer Experience Analysis	Sunday of Week 11 by 11:59 pm	Group	40%	2, 3, 4, 5, 6, 7, 8, 9
3	Reflective Essay	Sunday of Week 13 by 11:59 pm	Group	30%	6, 8

**Please note: students are advised that all assessments must be submitted in English. Assessment items 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

<b>Late Submissions</b>	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. <b>Note:</b> this applies equally to week and weekend days.
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### Assessment 1 - Case Study Analysis

**Assessment Type**

Written Assignment

**Purpose**

The purpose of the case study analysis is to assess your ability to critically analyse the service-related issues and problems for a service-based organisation and provide practically relevant and well-justified recommendations for the management team of the service provider.

**Description**

You will be required to use a consultant lens in applying critical thinking and problem-solving skills in applying services marketing theory to a real-world situation, in which problem(s) need to be solved for a service-based organisation. The 'Case Study Analysis' offers the opportunity for you to engage with a real-life problem(s) that is raised in the case study, encourage problem-solving, exploration and application of relevant service marketing theories and concepts.

**Weighting**

30%

**Length**

3000 words (+/-10%)

**Due Date**

Sunday of Week 5 by 11:59 pm

**Submission Method**

Online

**Assessment Criteria**

Please refer to the course CANVAS site for detailed assessment information

**Return Method**

Online

**Feedback Provided**

Online within 2 weeks of submission

## Assessment 2 - Service Delivery System (SDS) & Customer Experience Analysis

<b>Assessment Type</b>	Written Assignment
<b>Purpose</b>	The purpose of the SDS and Customer Experience Report is to assess your ability to identify, describe and critically analyse a real service-based organisation and work cohesively as a team to present a well-articulated and justified report.
<b>Description</b>	Your task is to prepare a SDS and Customer Experience Report for a service-based organisation of your group's choosing. To complete this task, you are required to work in a group with approximately 4 members to critically assess the service of choice, undertake a mystery shop and provide areas of improvement for the management team. Groups will be formed during Week 4's Workshop and monitored via Microsoft Teams. <b>Please note:</b> Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others. Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: <b>NO SPARK NO MARK.</b>
<b>Weighting</b>	40%
<b>Length</b>	5000 words (+/-10%).
<b>Due Date</b>	Friday of Week 11 by 11:59 pm
<b>Submission Method</b>	Online - by <b>ONE</b> group member only
<b>Assessment Criteria</b>	Please refer to the course CANVAS site for detailed assessment information
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online within 2 weeks of submission

## Assessment 3 – Reflective Essay

<b>Assessment Type</b>	Written Assessment
<b>Purpose</b>	People are a fundamental function within any service-based organisation. Therefore, the purpose of the reflective essay is to critically discuss, evaluate and analyse <b>your role</b> , actions, and activities in helping your team complete the SDS and customer experience Analysis (Assessment Item 2).
<b>Description</b>	Drawing from your online self-reflection journal entries (five to be made available), your task is to prepare a reflective essay on how you undertook your role in your team, how did you share your ideas and provide feedback to team, manage group difficulties and tasks to complete the SDS & Customer Experience report for your client. The aim of this reflection is for you to analyse your approach, communication skills and work ethic within this team-based setting. In doing so you need to articulate the successes and challenges you experience, evaluate your decisions and actions at the time and identify ways and practices of learning that you can implement into the future for similar team-based circumstances. As part of this task, you will be examined on your ability to provide actionable recommendations on what you would do when working in teams out in the workforce.
<b>Weighting</b>	30%
<b>Length</b>	3000 words (+/-10%)
<b>Due Date</b>	Sunday of Week 13 by 11:59 pm
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Please refer to the course CANVAS site for detailed assessment information
<b>Return Method</b>	Online within 2 weeks of submission

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# SYLLABUS

## Course Content

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

1. What is distinctive & the same about Services
2. The Customer Experience
3. Segmentation, Targeting and Positioning (STP) Analysis
4. Strategic Issues: Managing Demand
5. Creating & Delivering Services: Adding Value
6. The Marketing Mix: Cost & Price Strategies
7. The Marketing Mix: Communication & Promotion of services
8. Service Quality and Service Productivity
9. Communications Across Borders
10. Managing Customer Services
11. Implications for HRM
12. Services and Globalisation

## Course Materials

### Required Text:

Wirtz, J. & Lovelock, C. (2022). *Services Marketing: People, Technology, Strategy, 9<sup>th</sup> ed.* New Jersey: World Scientific Publishing Co. Inc.

**ISBN:** 9781944659004

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

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Understanding the Service Economy	Refer to Module 1: Complete relevant module readings and videos	
2	Comprehending Service Consumers and Markets	Refer to Module 2: Complete relevant module readings and videos	
3	Developing and Communicating Service Products	Refer to Module 3: Complete relevant module readings and videos	
4	Design and Distribution of the Service Process: Physical and Electronic	Refer to Module 4: Complete relevant module readings and videos	
5	Building Blocks of Pricing, Demand and Capacity	Refer to Module 5: Complete relevant module readings and videos	<b>Assessment 1 due:</b> Sunday of week 5 by 11:59 pm
6	Crafting the Service Environment	Refer to Module 6: Complete relevant module readings and videos	
7	Improving Service Quality and Productivity: Part One	Refer to Module 7: Complete relevant module readings and videos	
8	Managing People for Service Advantage	Refer to Module 8: Complete relevant module readings and videos	
9	Improving Service Quality and Productivity: Part Two	Refer to Module 9: Complete relevant module readings and videos	
10	Managing Relationships and Building Customer Loyalty	Refer to Module 10: Complete relevant module readings and videos	
11	Complaints Handling and Service Recovery	Refer to Module 11: Complete relevant module readings and videos	<b>Assessment 2 due:</b> Friday of week 11 by 11:59 pm
12	Integrating Service Inclusion	Refer to Module 12: Complete relevant module readings and videos	
13	Course Review	Refer to Module 13	<b>Assessment 3 due:</b> Sunday of week 13 by 11:59 pm

**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 Offices

### Newcastle Business School – Callaghan, Newcastle City & Online

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409 Hunter Street  
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### Newcastle Business School - Sydney

55 Elizabeth Street  
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+61 2 82626432

### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
+65 6390 9000

### Newcastle Australia Institute of Higher Education Pte Ltd

100 Victoria Street #13-01/02  
National Library Building  
Singapore  
[Singapore-StudentCentral@newcastle.edu.au](mailto:Singapore-StudentCentral@newcastle.edu.au)  
+65 6221 3306

# 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).

<b>Communication Methods</b>	Communication methods used in this course include: <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	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.
<b>Oral Interviews (Vivas)</b>	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 <a href="#">Oral Examination (viva) Procedure</a> . 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 <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	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 <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	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: <ol style="list-style-type: none"> <li>1. the assessment item is a major assessment item; or</li> <li>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;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol> Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a>
<b>Important Policy Information</b>	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 <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> 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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