

SCHOOL OF MARKETING & INTERNATIONAL BUSINESS

MARK 315 SERVICES MARKETING (DISTANCE)

Trimester 1, 2013

COURSE OUTLINE

Names and Contact Details

The Course Coordinator, Dr. Aaron Gazley, can be contacted by email: aaron.gazley@vuw.ac.nz. Your first point of contact should be the course tutors through the online discussion boards on Blackboard.

Trimester Dates

Teaching Period: Monday 4 March – Friday 7 June

Study Period: Monday 10 June – Thursday 13 June

Examination Period: Friday 14 June – Wednesday 3 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013.
2. The standard last date for withdrawal from this course is Friday 17 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Course Delivery

All course content is located on your USB/Flashdrive. Your assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

USB/Flashdrive

Instructions on how to run the USB/Flashdrive are on the USB/Flashdrive for both Windows and Mac users.

Please be aware that there is a \$20 fee for any replacement course USB/Flashdrive.

Blackboard

Once you have selected MARK 315 Distance in Blackboard, please click on the discussion link on the left hand side and you will see the group you have been assigned to.

Group Work

There is no group work in MARK 315 Distance.

Expected Workload

MARK 315 is a 15-point course. In keeping with this, students should plan to allocate approximately 10 hours of study per week, over the 15-week trimester (including the mid-trimester break and exam revision week) for MARK 315. This time includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination.

Course Learning Objectives

1. Explain the special nature and characteristics of services.
2. Summarise service product strategic issues in services marketing, service encounter and the marketing implications of service quality.
3. Explain the ways services need to be marketed due to their special nature and characteristics.
4. Interpret the challenges encountered by service marketing professionals.
5. Summarise the key success factors used to enhance the effectiveness of services marketing in a broad range of private, non-profit and public sector service organisations.
6. Design Services Marketing strategies.

Course Content

MARK 315 provides an introduction to the core principles, concepts and marketing strategies specific to the services sector. The course will explore service processes and delivery, customer loyalty, pricing, communications and capacity by studying businesses in a variety of service industries.

Week	Module and Content	Chapter
Week 1	Introduction to the course Social Posting	1 LL
Week 2	Module 1.1: Introduction to services	2 LL
Week 3	Module 1.2: Customer behaviour, culture and service encounters	5 LL
Week 4 (25 Mar-5Apr)	Module 1.3: Distribution and Blueprinting (Note this week is broken up by the Easter break)	3 LL

Week 5	Module 2.1: Target and positioning	6 LL
Week 6	Module 2.2: Understanding costs and developing a pricing strategy	8 LL
	Mid-Trimester Break	
Week 7	Module 2.3: Communicating and promoting services	10 LL
Week 8	Module 2.4: Service Environment and servicescape	11 LL
Week 9	Module 3.1: Customer satisfaction and service quality	12 LL
Week 10	Module 3.2: Handling customer complaints and managing service recovery	13 LL
Week 11	Module 3.3: Managing People for service advantage	14 LL
Week 12	Course re-cap and Exam preparation	

Readings

The prescribed text is:

Services Marketing: An Asia Pacific Perspective, 5th Edition, by Lovelock, Patterson and Wirtz.

[Victoria Book Centre](#) has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz.

Materials and Equipment

You will have received an USB/Flashdrive containing course lectures and notes. Silent non-programmable calculators are permitted in the final examination.

Assessment

MARK 315 is assessed by an external examination (40%) and internal work (60%). Assessment is structured as follows:

Assessment component	Date Due	Weighting
Final Examination - Closed book, 2-hour examination. (Objectives 1, 3, 4 & 6)	Date of the exam to be announced <u>Students must be available during the entire examination period.</u>	40%
Service Blueprint (Objectives 2, 3, 4 and 5)	Wednesday April 10, 3pm	20%
Service Journal Blueprint (Objectives 2, 3, 4 and 5)	Wednesday May 8, 3pm	20%
Journal Report (Objectives 2, 3, 4 and 5)	Tuesday June 4, 3pm	20%

Note: See assessment folder in Blackboard for more information

Penalties

1. **Late Penalty:** In fairness to other students, work submitted after the deadline (3pm on the due date) will incur a penalty for lateness. Late assignments will carry a penalty of **10% for each day late**. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the course coordinator before the due date.
2. **Word Count:** Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **2.5% for each 500 words** over the limit.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period:

14 June – 3 July

To arrange to sit the exam outside of Wellington you need to contact the Commerce Examination Coordinator, Robyn McCallum (robyn.mccallum@vuw.ac.nz). There is a fee associated with this.

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must:

- Contribute to **all** 10 compulsory discussion boards and you must not post late for more than 2 of these discussions.
- Achieve at least 40% in the final examination.

Communication of Additional Information

For any course content related questions or course administration queries or problems, please first go into the appropriate **Discussion Board**. For unresolved queries relating to the above issues, contact Aaron Gazley, the MARK 315 Course Coordinator, email: aaron.gazley@vuw.ac.nz.

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
