



BUSINESS SCHOOL
Te Kura Pakihi

MART 325 Services Marketing

COURSE OUTLINE

Semester One, 2019

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The University of Otago's Graduate Profile

All graduates of the University of Otago are expected to have the graduate profile in the box below. Not all of that profile is expected to be included in any one paper. This paper will focus on the *italicized* items.

Graduate attributes

All University of Otago graduates will possess a deep, coherent and extensive knowledge of at least one discipline, coupled with knowledge of the fundamental contribution of research to that discipline. In addition, all Otago graduates will possess, to varying degrees, the following sets of attributes:

These attributes involve substantial affective elements:

Global perspective

Appreciation of global perspectives in the chosen discipline(s) and the nature of global citizenship

Interdisciplinary perspective

Commitment to intellectual openness and curiosity, and the awareness of the limits of current knowledge and of the links amongst disciplines

Lifelong learning

Commitment to the on-going acquisition of new knowledge and new skills, and an ability to apply these to an ever-changing environment

Scholarship

Commitment to the fundamental importance of the acquisition and development of knowledge and understanding

These attributes include those most often sought by employers:

Communication

Ability to communicate information, arguments and analyses effectively, both orally and in writing

Critical thinking

Ability to analyse issues logically, to challenge conventional assumptions, to consider different options and viewpoints, make informed decisions and act with flexibility, adaptability and creativity

Cultural understanding

Knowledge and appreciation of biculturalism within the framework of the Treaty of Waitangi; knowledge and appreciation of multiculturalism; and an ability to apply such knowledge in a culturally appropriate manner.

Ethics

Knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community

Environmental literacy

Basic understanding of the principles that govern natural systems, the effects of human activity on these systems, and the cultures and economies that interact with those systems

Information literacy

Ability to apply specific skills in acquiring, organising, analysing, evaluating and presenting information, in particular recognising the increasing prominence of digital-based activity

Research

Ability to conduct research by recognising when information is needed, and locating, retrieving, evaluating and using it effectively

Self-motivation

Capacity for self-directed activity and the ability to work independently

Teamwork

Ability to work effectively as both a team leader and a team member

Paper Description and Aims

Consider this: 70% of business activity today relates to service. How does this change our marketing world view? This year we will study the service logic appropriate for a variety of modern business settings, with emphasis on distinctive features of service management and marketing not covered in other marketing papers.

Semester Two

0.15 EFTS

18 points

Prerequisites: Two of (MART201, 202, 203) or two of (MART201, 210, 211, 212)

Learning Outcomes

The purpose of the course is to provide you with an overview of key strategic concepts and distinctive management issues in modern service(s) management and marketing. This topic area is changing fast due to new ideas and new digital technologies and so we will use case material from our own research and selected readings from key international scholars to explore this. Upon completion of this course you should be able to:

- Differentiate between product and service characteristics, and know how these differentiators can be used to establish competitive advantage for a firm.
- Understand why the application of the marketing mix in a service environment has to be built up from interaction episodes between customers and their suppliers.
- Develop an understanding of the interactive links between the service providers (people), the procedures (processes), and the physical evidence of the service offering.
- Develop skills in service delivery design and problem diagnosis.
- Understand the importance of customer retention, service recovery, relationship development, and the role of internal marketing.
- Consider the impact that modern technology has (Internet, social media) on service(s) marketing innovation.
- Consider what new ways of relationship marketing thinking are needed in service dominant (post) modern economies

Teaching Staff

Paper Coordinator

Name: Dr Tony Garry
Office: OBS 4.04
Email: tony.garry@otago.ac.nz
Office Hours: Please refer to Blackboard

You should contact Tony Garry with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Course Delivery

Lecture Day/Time: **Tuesday 14:00-15:50**
Room: TBA

Lectures will provide core theoretical concepts relating to individual topics in services marketing (see course outline which follows). The earlier class sessions serve as a progressive introduction to service(s) marketing. Towards the end of the class timetable, you will have an opportunity to discuss the results of your own casework.

There will be an emphasis on class participation. The value you get from the course will be heavily influenced by your preparation and participation. Never fear, the subject matter of service(s) marketing invites lively, real life discussion. Also, much of your reflective learning will occur in group assignment work.

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Course Calendar The course calendar (in this outline) details scheduling information. Note that this calendar may change as the course proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

This is an 18 point paper taught in one semester. The University guidelines suggest *students can expect to spend about two hours working per week, per three points, for a single semester paper*. You should anticipate spending an average of 12 hours per week on this paper.

Course Learning Resources

There is no compulsory text. Instead, we will be setting recommended readings as the course progresses (see later). There is also a recommended text.

- Chitty, W., Hughes, A. and D'Alessandro, S., (2012), *Services Marketing*, Oxford University Press, ISBN 978-0-19-557231-5

Indicative chapter readings for these are included in the course calendar. You could also look at:

- Harwood, T., Garry, T. and Broderick, A. (2008), *Relationship Marketing: Perspectives, Dimensions and Contexts*, Maidenhead: McGraw-Hill, ISBN 007711422-1.

REQUIRED READINGS:

See the Course Calendar in this document. These will be referred to in lectures and through Blackboard

Blackboard

Blackboard <https://blackboard.otago.ac.nz/> provides you with access to course materials, class notices, and resources. Blackboard is used to email the whole class so it is important that you check your student email and *Blackboard* regularly.

Student Webmail

IMPORTANT - DO THIS NOW:

Forward your University email address to an email address that you use regularly as follows:

1. [Log into your StudentMail account](#) using your student username and password
2. Click **Cog button (top right corner) > Options**
3. Under **Account**, select the **Forward your email** shortcut under the **Short Cuts** menu on the right side of the screen.
4. Under the Forwarding heading, type in the email address you want your email to be forwarded to. You can also choose to have a copy of these emails kept on your StudentMail account, so please check the box if you would like this.
5. Click the **Start forwarding** button.

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

<u>Assessment</u>	<u>Due date</u>	<u>% of final grade</u>
Individual assignment Business service observation & report (Assignment One)	29 th March	10%
Group assignment Service problem solving project (Assignment Two)	10 th May	20%
Individual Readings (weekly)	Ongoing	10%
Final Examination (2 hours)	TBA	60%

Assessment Format

Individual assignment

You are required to write a report on a service you have experienced in the narrative form. Further details will be provided in the lectures.

Group Assignment

Students must organise themselves into groups (three to four people in each group). A case study assignment will be allocated to each group and the results of this work must be submitted no later than 5.00pm Friday, of the deadline (see assessment timetable above).

Individual readings

Your "readings" for this course are set out in the Course Calendar later in this document. Each week a relevant article (usually one but sometimes two) is set for your personal study. You will be able to download the required article, week by week, from Blackboard.

What you must do: You are required to write a 200-300 word summary each week of the nominated article. Your summary (with the title of the article, plus your name and student number at the top) must be submitted via Blackboard by 2.00pm of the following week (just prior to lecture). Each weekly summary will count as 1% (maximum of 10%) to your overall course grade. It is your submission - on time - that will get you the mark. By all means read more articles but you only need to submit a summary for each of ten articles to gain ten marks. Late submissions are not accepted. We suggest that you do a quality job as a way of enabling your learning. We will not be making a quality assessment of each summary.

For instructions on how to submit your reading summaries please look under the 'Assignments' heading of Blackboard.

Final Exam

There will be a final written examination of two hours. All material from lectures and seminars, and any supplementary readings/events recommended or indicated during the course are potentially examinable. You will be given guidance on this point in the final week of lectures.

Assignment Submission Procedure

Submission through TurnItIn

<https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

Late Assignments

Please refer to the policy at the back of this course outline.

Referencing Style and Style Guide

Style guides are also available on the University Library website:

<http://www.otago.ac.nz/library/quicklinks/citation/index.html>

Maori Language Policy

The University of Otago has a Māori Language Policy which promotes the use of te reo Māori by staff and students. For more detail about this policy and its procedures, go to:

<http://www.otago.ac.nz/administration/policies/otago0003239>

Commerce students who intend to present an assessment or examination in te reo Māori must write to (Manager of Student Administration, Academic Services: student.admin@otago.ac.nz), who will then inform the Head of Department (HoD). This must be done at the beginning of the paper (within the first three weeks of the semester) to allow sufficient time for suitable arrangements to be made for marking, including translation and external assessment (if necessary).

Quality Assurance

At the Otago Business School we monitor the quality of student learning and your learning experience. Your assessed work may be used for assurance of learning processes, such as evaluating the level of achievement of learning outcomes, with the aim of improving the quality of our programmes. All material used for quality assurance purposes will be treated as confidential and the outcome will not affect your grades.

Learning Outcomes

Learning Outcome	Individual Service Observation	Group Problem Solving Project	Individual Readings	Exam	Total
<ul style="list-style-type: none"> Differentiate between product and service characteristics, and know how these differentiators can be used to establish competitive advantage for a firm. 	xxx		xxx	xxx	
<ul style="list-style-type: none"> Understand why the application of the marketing mix in a service environment has to be built up from relationship <i>episodes</i> between customers and their suppliers. 	xxx		xxx	xxx	
<ul style="list-style-type: none"> Develop an understanding of the interactive links between the service providers (people), the procedures (processes), and the <i>physical evidence</i> of the service offering. 	xxx	xxx	xxx	xxx	
<ul style="list-style-type: none"> Develop skills in service delivery design and problem diagnosis. 		xxx			
<ul style="list-style-type: none"> Understand the importance of customer retention, service recovery, relationship development, and the role of internal marketing. 		xxx	xxx	xxx	
<ul style="list-style-type: none"> Consider the impact that modern technology has (Internet, social media) on service(s) marketing innovation. 			xxx	xxx	
<ul style="list-style-type: none"> Consider what new ways of relationship marketing thinking are needed in service dominant (post) modern economies. 			xxx	xxx	
Total	10%	20%	10%	60%	100%

Grading System

The grading scheme used at Otago is:

A+	90-100	C+	60-64
A	85-89	C	55-59
A-	80-84	C-	50-54
B+	75-79	D	40-49
B	70-74	E	<40
B-	65-69		

Academic Integrity

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <http://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<http://www.otago.ac.nz/administration/policies/otago116838.html>

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Course Calendar

Lecture/ Tutorial Number	Week Commencing *	Topic	Reading	Book Chapter
1	25 Feb	Course Introduction		
2	4 March	Understanding service marketing relationships	Edgett, S. & Parkinson, S. (1993), Marketing for Service Industries- A Review <i>The Service Industries Journal</i> Vol. 13, No. 3, pp. 19-39	Chapter 1
3	11 March	Service delivery processes	Bitner, J. (1992), Servicescapes: The Impact of Physical Surroundings on Customers and Employees, <i>Journal of Marketing</i> Vol. 56 (April), pp. 57-71	Chapters 4 and 5
4	18 March	Customer decision processes in Services Marketing	Turley, L. & Le Blanc, R. (1993), An Exploratory Investigation of Consumer Decision Making in the Service Sector	Chapter 2
5	25 March	Service quality (1)	Parasuraman, A., Berry, L. & Zeithaml, V., (1991) Understanding Customer Expectations of Service, <i>Sloan Management Review</i> Vol.32, No.3, pp. 39-48	Chapter 10
6	1 April	Service quality (2):	See last week	Chapter 10
7	8 April	Service failure and recovery	Zairi, M. (2000), Managing customer dissatisfaction through effective complaints management systems, <i>The TQM Magazine</i> , Vol. 12, No. 5, pp.331-335.	Chapter 4 pp. 81-83
8	15 April	Services and Relationships	Grönroos, C. (1997), From Marketing Mix to Relationship Marketing- Towards a Paradigm Shift in Marketing, <i>Management Decision</i> , Vol. 35, No. 4, pp. 322-339	Chapter 12
Mid Semester Break 22-26 April				
9	29 April	Servitisation and service solutions	Understanding Value in Servitisation: How WW Smiths and its Customers Benefit	
10	6 May	Employee issues in services	Schlesinger, L.A. & Heskett, J.L. (1991), Breaking the Cycle of Failure in Services, <i>Sloan Management Review</i> , Spring, pp. 17- 28.	Chapter 11
11	13 May	Services and communication	Grove, S., Carlson, L. & Dorsch, M. (2002) Addressing Services' Intangibility through Integrated Marketing Communications: An Exploratory Study, <i>Journal of Services Marketing</i> , Vol. 16, No. 5, pp.393-409	Chapter 8
12	20 May	S-D Logic and co-creation	Kowalkowski, C., (2010) What Does S-D Logic Really Mean for Manufacturing Firms? <i>Journal of Manufacturing Science and Technology</i> Vol. 3 pp. 285-292	
13	27 May	Exam Review		

First week of Semester 1 is ACADEMIC WEEK 9
Lectures end Friday 31 May
University Exam Period First Semester Begins Wednesday 5 June
Ends Wednesday 19 June

Student Learning Support and Information

Student Charter

<http://www.otago.ac.nz/about/otago0005275.html>

Guidelines for Learning at Otago

<http://hedc.otago.ac.nz/hedc/wp-content/uploads/2012/12/Guidelines-for-Learning.pdf>

<http://hedc.otago.ac.nz/hedc/learning/>

Student Learning Centre

The Student Learning Centre, which is part of the Higher Education Development Centre, provides learning support, free of charge, to ALL enrolled students. Their services include:

- a workshop programme designed to help students to improve their learning strategies and their generic skills;
- individual assistance with learning issues;
- on-line study skills advice;
- a student leadership programme
- a student-led peer support programme for students of all ages and backgrounds.
- conversational English groups for students from a non-English speaking background

The Centre also provides two very helpful study guides, "Guidelines for Writing and Editing" and "Writing University Assignments" and these are available on the SLC website.

<http://slc.otago.ac.nz/>

Library Support

The Library website <http://www.otago.ac.nz/library> provides access to resources and services, including group room bookings, library hours and locations, past exam papers, subject guides, article databases and more.

If you need assistance either check out the self-help guides <http://otago.libguides.com/selfhelp>, or ask Library staff at the ground floor service desks, or email ask.library@otago.ac.nz

Māori Student Support

Kaiārahi Māori

Contact Rachel Sizemore

Email: kaiarahi.obs@otago.ac.nz

Their role is to help link Māori students with the various support networks throughout the university and the community.

Pacific Islands' Student Academic Advisor

Warm Pacific Greetings

Talofa lava, my name is Esmay Eteuati and my role is to liaise with Academic Departments and Student Services relating to Pacific students' and their course of study. I support both staff and students in the Business School and have a network of Pacific contacts in other Divisions around the University.

Email: esmay.eteuati@otago.ac.nz

Tel: 479 4756

Marketing Department support person for Maori/Pacific Island students is Kirsten Robertson.

Contact Kirsten at the following:

Email: kirsten.robertson@otago.ac.nz

Tel: 479 8451

Equity Advisor

Students are encouraged to seek support if they are having difficulty with their studies due to disability, temporary or permanent impairment, injury or chronic illness. It is important to seek help early, through one of the contacts below:

Mathew Parackal

Email: mathew.parackal@otago.ac.nz

Tel: 479 7696

Student Feedback

We encourage your feedback. This can be in the form of contacting staff, participating in course evaluation surveys and communicating with class representatives. Continual improvements will be made to this course based in part on student feedback.

Class Representatives

The class (or student) representative system is an avenue for encouraging communication and consultation between staff and students. It provides you with a vehicle for communicating your views on the teaching and delivery of the paper and provides staff with an opportunity to communicate information and gain constructive feedback from students. It contributes to the development of a sense of community within a department and it adds a further dimension to the range of support services offered to students.

Volunteers for the role of class representatives will be called early in the semester. The OUSA invites all class representatives to a training session, conducted by OUSA, about what it means to be a class representative and some of the possible procedures for dealing with issues that arise. They also provide information on the services that OUSA offers and the role OUSA can play in solving problems

that may occur. The OUSA provides support to class representatives during the semester. Departmental staff will also meet with class representatives during the semester to discuss general issues or matters they wish to have considered.

Your class representative's name and contact details will be posted on Blackboard early in the semester.

Concerns about the Course

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.

UNIVERSITY OF OTAGO
Policy on Student Internal Assessment

The purpose of this document is to have a consistent policy throughout the department as well as to develop students' time management skills. It reflects usual practices in the business world in which neither success (here: grades) nor deadlines are negotiable.

1. **Dissemination of Grades** – Regarding internal assessment, the numerical marks will be returned to students via eVision no later than two weeks after the assessment has been submitted. All students are requested to check their marks as they appear on eVision. Any discrepancies should be reported to the course administrator as soon as possible.
2. **Late Assignments** – Assignments received up to 24 hours after the deadline will have 10 marks deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 68%). Assignments received between 24 - 48 hours after the deadline will have 20 marks deducted from the available grade. Assignments received 48 hours after the deadline will not be marked and there will be no grade given.
If you are required to submit both an electronic and hardcopy of your assignment both need to be submitted on time. If only one of the versions of your assignment (i.e., hardcopy or electronic) is submitted on time and the other version is submitted late then you will receive half of the penalty associated with the respective late submission.

3. **Extensions** – Extensions will be granted only in exceptional circumstances (eg. illness with supporting medical documentary evidence stating nature and length of impairment, family emergency, provincial or national representative activities) by the appropriate paper administrator.

If the assignment or internal assessment tests count significantly towards the final result then a formal medical certificate is required. As a guideline, an internal assessment component which counts for 20% of the final result would be considered significant.

4. Tutors and lecturers are **not** authorised to give extensions. **Only** the paper administrator should be approached (consult the course outline for the person(s) responsible).

Computer problems do not constitute an exceptional circumstance unless it is an officially notified failure of university equipment.

5. **Academic Misconduct** – "Academic misconduct is seeking to gain for yourself, or assisting another person to gain, an academic advantage by deception or other unfair means. The most common form of academic misconduct is plagiarism." Plagiarism is the dishonest use of someone else's words, facts or ideas, without proper acknowledgement. Most students will include other people's ideas and information in their work and assignments - such material may be either quoted or digested and used by students. In either case, acknowledgement is essential.
For further information please refer to <http://www.otago.ac.nz/study/academicintegrity/index.html>.
6. **Problems with group work** – Where group work is set and a group is experiencing difficulties, the students should approach their tutor to try to resolve these differences. The tutor will counsel the group, or individuals from the group, on the procedures open to them to resolve group problems (the problem should be raised prior to the work being completed or handed in).

The procedure to be followed is:

- i) students should try to resolve the problems within the group without outside assistance.
- ii) students should meet with their tutor to endeavor to resolve outstanding issues.
- iii) the tutor will arrange for students to meet with the paper administrator who will endeavor to resolve the situation.

This procedure **MUST** be completed to step iii) before the assignment is submitted for grading. Where there are still unresolved difficulties, step iv) will be implemented.

- iv) students will complete a 'Peer Assessment' form available from the appropriate paper administrator (which must be submitted to the tutor or paper administrator before any grades are released).

Paper administrators reserve the right to require all students to complete peer assessment forms at any time during and/or after submission of an assessed group project. Should there be differences in the peer assessment forms, the student(s) will be required to either submit in writing to, or meet with a group comprised of their paper administrator and lecturer(s) and others (as deemed appropriate) to provide an explanation for the discrepancy. A differential allocation of grade may result from this process.

UNIVERSITY OF OTAGO
Policy for Special Consideration in Final Exams

****** All applications for special consideration must be dealt with through the examinations office not the department ******

The Special Consideration provisions apply only to final examinations and only where it is clearly documented that a candidate has been prevented from taking an examination through illness or other exceptional circumstances beyond his or her control; or has been seriously impaired by illness or other exceptional circumstances beyond his or her control at the time of, or in the 14 day period immediately prior to the examination itself. Where students have been affected by illness or other exceptional circumstances during the teaching period, they are expected to have informed Heads of Departments directly at the time (not individual lecturers or tutors).

Process

You need to make an application through your eVision student portal. For further information please see <https://www.otago.ac.nz/study/exams/otago062916.html>

No special arrangements can be made for candidates who fail to attend examinations at the correct time.

Deadline:

Five calendar days from the date of the last examination for which you are making an application for Special Consideration.

Please Note:

Applications cannot be accepted without supporting documentation such as a medical certificate.

Absences

1. A student may be offered an aegrotat pass providing:
 - (a) their grade for internal assessment is C+ or better and
 - (b) the internal grade they have achieved has contained a significant element of individual work as opposed to group assignments (25% of the total grade for the paper).
2. All other cases will be offered a special examination.
3. In some cases that qualify for an aegrotat, it may be relevant to offer the student the choice of an aegrotat or a special examination. For example aegrotats at any stage of the course can have a detrimental effect on a student's ability to qualify for scholarships.
4. Special examinations for Semester One 2019 will be held on (date to be arranged), in the week prior to Semester Two commencement.

Special examinations for Semester Two 2019 will be held on (date to be arranged), two weeks after cessation of official examination period.

Impaired Performance

1. If the student has no internal assessment there will be no adjustment to the exam mark and only an optional special will be offered.
2. If the student has internal assessment the examination mark may be adjusted by taking account of the discrepancy between the examination and internal marks, with particular attention to individual work for the student in comparison to that for the whole class.
3. In all other circumstances the student will be offered the choice of accepting this mark or sitting a special examination.
4. Once a student accepts to take a special examination the original examination mark is nullified and the result of the special examination replaces the original mark, even if it is lower. Any absence or impairment for the special examination must be covered using the same regulations as apply for normal university examinations.