



## UNIT OUTLINE

### Services Marketing

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<b>UNIT CODE &amp; TITLE</b>	JM601 Services Marketing
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<b>SCHOOL</b>	School of Business
<b>COURSE</b>	Bachelor of Management
<b>PREREQUISITE(S)</b>	JM501 Introduction to Marketing
<b>COREQUISITE(S)</b>	Nil
<b>DURATION</b>	One semester
<b>CREDIT POINTS_</b>	15

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#### 1. OBJECTIVES

This unit aims to provide a detailed study of the application of marketing to services.

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

- Develop various marketing strategies appropriate to different types of service organisations
- Undertake marketing analysis, problem solving and decision making in relation to case study material and prepare a marketing plan for a service organisation
- Appreciate the marketing situations and marketing practices particular to various service industries and various service organisations, including the public and private sectors; non-profit and for-profit organisations.

#### 1.1 KNOWLEDGE:

- To develop an understanding of the distinctive characteristics of services and their implications for marketing.
- To understand the nature and development of marketing strategies for services organisations.
- To understand key theoretical frameworks which can be applied to the marketing of services

## **1.2 SKILLS:**

- To develop practical research skills through preparation of a services marketing report.
- To develop analytical skills through the interpretation of data and information to solve services marketing challenges.
- To develop a self-paced reading and research schedule.

## **1.3 VALUES AND ATTITUDES**

- Appreciate the distinctive nature of services.
- Seek to learn and understand more completely the factors associated with marketing decision-making.
- Draw on scholarly research, as well as current business practice, to examine, analyse and evaluate issues and challenges related to services marketing.

## **2. CONTENT**

The content of the unit will include:

- The role, status and characteristics of marketing services
- The marketing system, external environment and influencing variables for services
- Consumer behaviour and market analysis in the service industry
- Strategic issues for marketing services: marketing information systems for services, segmentation and target marketing, managing the service and customer portfolio, positioning services
- The marketing mix and services: creating, delivering and distributing services; cost and pricing strategies; communicating and promoting services; the importance of people, operational processes and physical environment in the marketing of services
- Distinctive aspects of marketing services in the 90s: improving service quality and productivity; managing supply and demand; adding value through customer service
- Organising, utilising and controlling marketing resources in service organisations
- Developing, implementing, controlling and evaluating marketing plans and campaigns for services

## **3. METHODOLOGY**

The unit will involve a combination of lectures and tutorials. Case studies, classical and topical readings, and examples of significant services marketing concepts and practices will feature throughout the unit.

#### 4. LEARNING TASKS AND ASSESSMENT

<b>LEARNING TASK</b>	<b>ASSESSMENT (GRADING)</b>	<b>WEIGHTING (%)</b>
	<b>TUTORIAL PARTICIPATION</b>	<b>10%</b>
<b>INDIVIDUAL ASSIGNMENT</b>	<b>REPORT</b>	<b>20%</b>
<b>GROUP CASE STUDY ASSIGNMENT</b>	<b>PRESENTATION GROUP REPORT</b>	<b>30%</b>
	<b>EXAM</b>	<b>40%</b>

#### REFERENCES

- Bateson, John E.G. (1992). *Managing services marketing*. 2nd Edition. Florida: Dryden Press.
- Hoffman, K. and Bateson, J. (2002). *Essentials of services marketing: concepts, strategies, & cases*. Fort Worth: Harcourt College Publishers.
- Lovelock, C. (2004). *Services marketing: An Asia-Pacific and Australian perspective*. (2<sup>nd</sup> Ed). New Jersey: Prentice-Hall International.
- Lovelock, C. and Wirtz, J. (2004). *Services marketing: people, technology and strategy*. Upper Saddle River: Pearson/Prentice-Hall.
- McColl-Kennedy (2003). *Services marketing: A managerial approach*. Milton QLD: John Wiley
- Palmer, A. (2005). *Principles of services marketing* (4<sup>th</sup> ed). Berkshire: McGraw-Hill.
- Zeithaml, V. and Bitner, M. (2003). *Services marketing: Integrating customer focus across the firm* (3<sup>rd</sup> ed). New York: McGraw-Hill