The need for specialised skills in Services Marketing has grown in recognition of the important role of services in advanced economies. This course addresses the essential nature of services and the role of service quality. Employees’ role in service delivery and the emotional load for service workers form an important focus of the course.

Service sector firms face increased competition and more demanding customers. Marketers need to develop a distinct set of competencies to design, manage and evaluate the processes and performances that comprise the service offering.

<table>
<thead>
<tr>
<th>Mode of Delivery</th>
<th>On campus 3 hour seminar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Course Convenor/Lecturer:</td>
<td>Dr Stephen Dann</td>
</tr>
<tr>
<td>Phone:</td>
<td>61254516</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Stephen.dann@anu.edu.au">Stephen.dann@anu.edu.au</a></td>
</tr>
<tr>
<td>Office hours for student consultation:</td>
<td>Via online booking: <a href="http://meetme.so/stephendann">http://meetme.so/stephendann</a></td>
</tr>
<tr>
<td>Student administrator/s</td>
<td>RSM Student Office (Monday to Friday 9am to 5pm)</td>
</tr>
<tr>
<td>Phone:</td>
<td>6125 6737 or 6125 9839</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Enquiries.rsm@anu.edu">Enquiries.rsm@anu.edu</a></td>
</tr>
</tbody>
</table>
COURSE OVERVIEW

Learning Outcomes
By completing this course, students will:

- LO1: Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non commercial environments
- LO2: Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing
- LO3: Recognise the challenges faced in services delivery as outlined in the services gap model;

Assessment (Summary): Assessment for this course will be confirmed after consultation with students at the first lecture of the semester. If there are any changes to the assessment, those changes will be publicised on Wattle.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Take home exam</td>
<td>60</td>
<td>Opens: 9am, Friday, 29 September 2014</td>
<td>LO1, LO3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Closes: Monday, 29 September 2014, 11.55pm</td>
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<tr>
<td>2. Services Marketing Exam</td>
<td>40</td>
<td>Exam Period</td>
<td>LO2</td>
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</tbody>
</table>

Research-Led Teaching
The educational philosophy of ANU is that students are part of a community of scholars. An ANU education will engage students and stretch them intellectually, encouraging them to question the norms – to ask “why” not only “how” and to discover through their own research.
Feedback

Staff Feedback
Students will be given feedback in the following forms in this course:

- Draft assessment items will be read, and commented on if submitted by the appropriate dates
  - Practice Exam Answer: Week 8
  - Practice Exam Answer Draft Week 11 or 12
- Additional feedback will include
  - In-class discussions
  - Online forum comments,
  - Verbal comments,
  - Feedback to the whole class,
  - Individual or small group consultation,

Student Feedback
ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to:
  - http://unistats.anu.edu.au/surveys/selt/students/

Policies
ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: http://policies.anu.edu.au/

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:

- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning
<table>
<thead>
<tr>
<th>Week</th>
<th>Summary of Activities</th>
<th>Assessment</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Chapter 1 - Introduction to Services</td>
<td>1</td>
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<tr>
<td></td>
<td>Chapter 2 - Conceptual Framework of the Book: The Gaps Model of Service Quality</td>
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<td>2</td>
<td>Chapter 3 - Customer Expectations of Service</td>
<td>2</td>
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<td></td>
<td>Chapter 4 - Customer Perceptions of Service</td>
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<td>3</td>
<td>Chapter 5 - Listening to Customers through Research</td>
<td>3</td>
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<tr>
<td>4</td>
<td>Chapter 6 - Building Customer Relationships</td>
<td>4</td>
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<tr>
<td>5</td>
<td>Chapter 7 - Service Recovery</td>
<td>5</td>
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<tr>
<td>6</td>
<td>Chapter 8 - Service Innovation and Design</td>
<td>6</td>
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<td></td>
<td>Chapter 9 - Customer-Defined Service Standards</td>
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<tr>
<td>7</td>
<td>Chapter 10 - Physical Evidence and the Servicescape</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Summary Review and Exam Preparation</td>
<td>60% Take home exam commences 9am, Friday, 29 September 2014</td>
</tr>
<tr>
<td>9</td>
<td>Chapter 11 - Employees Roles in Service Delivery</td>
<td>Take home exam concludes Monday, 29 September 2014, 11.55pm</td>
</tr>
<tr>
<td>10</td>
<td>Chapter 12 - Customers Roles in Service Delivery</td>
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<td>11</td>
<td>Chapter 13 - Managing Demand and Capacity</td>
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<tr>
<td>12</td>
<td>Chapter 14 - Integrated Services Marketing Communications</td>
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<tr>
<td>13</td>
<td>Chapter 15 - Pricing of Services</td>
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</tbody>
</table>
ASSESSMENT REQUIREMENTS

Assessment Tasks

Participation
There are no grades directly associated with participation. Students who attend the lectures will be encouraged to participate, and each week, one group of students will be set an assigned reading to discuss in the class, and to be lead discussants of the reading.

Assessment Task 1: Services Marketing Take Home Exam

Details of task: This exam will be an open book, open resource take home exam to be conducted over the long weekend between Week 8 and Week 9. It will be case study based, and apply the theory, practice and frameworks from the first half of semester (Chapters 1 to 10). Students will be expected to also undertake additional research, readings and draw citations from a range of source to answer the questions in the exam.

Assessment Rubrics
A rubric of the assessment task will be provided on Wattle.
Value: 60%
Estimated return date: 15 working days from submission
Individual Assessment

Assessment Task 2: Services Marketing Exam

Details of task: This exam will focus on the integration of the whole of the semester, and draws specifically on the application of the services marketing mix to solve a services marketing problem. More detail will be provided on Wattle during the semester.

Assessment Rubrics
A rubric will be made available on Wattle.
Value: 40%
Individual Assessment
**Examination(s)**
An open book, mid semester exam, conducted on-line through Turnitin.

A closed book, end of semester exam, will be held in the exam period.

**Assignment submission**

The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University’s approach to managing Academic Integrity. For additional information regarding Turnitin please visit ANU Online.

**Online Submission:** Assignments are submitted using the course Wattle site via the Turnitin system.

**Extensions and penalties**

- Don’t be late without warning. It messes with the timing of the subject.
- Drafts will only be read if submitted during the open draft period

**Returning assignments**
Assignments will be returned via Turnitin

**Resubmission of assignments**
No resubmissions are accepted

**Referencing requirements**

Full referencing is required. Any reference style that you are familiar with is fine. References are a minimum, mandatory part of the subject, and are actively rewarded with high grades and superior point scores, so really, it’s compulsory and it’s valuable

**Examination material or equipment**

The end of semester exam will be fun. These things are awesome opportunities to show off and demonstrate your knowledge of services marketing

http://timetable.anu.edu.au/exams/
Workloads
Students taking this course are expected to commit at least 8 hours a week to completing the work. This will include: [complete as appropriate]

- Lectures (3 hours)
- private study including assessment work, group work if required, and research (3 hours)
- Wattle (2 hours)

Prescribed Texts and Reference Materials

Support for Students
The University offers a number of support services for students. Information on these is available online from http://students.anu.edu.au/studentlife/

Finalisation of Marks and Grades

After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer’s recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:


The Director of the Research School of Management then forwards the marks and grades to the Executive of the College of Business and Economics for final approval.