**Course Description**

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><strong>Semester and Year</strong></th>
<th>Semester 1, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course URL</strong></td>
<td><a href="http://programsandcourses.anu.edu.au/course/MKTG7023">http://programsandcourses.anu.edu.au/course/MKTG7023</a></td>
</tr>
<tr>
<td><strong>Mode of Delivery</strong></td>
<td>Blended</td>
</tr>
<tr>
<td><strong>Prerequisites</strong></td>
<td>None</td>
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<td><strong>Incompatible Courses</strong></td>
<td>None</td>
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<tr>
<td><strong>Course Convener</strong></td>
<td>Dr Stephen Dann</td>
</tr>
<tr>
<td><strong>Office Location:</strong></td>
<td>Room 1070, Crisp Building.</td>
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<tr>
<td><strong>Twitter:</strong></td>
<td>@stephendann</td>
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<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:Stephen.dann@anu.edu.au">Stephen.dann@anu.edu.au</a></td>
</tr>
<tr>
<td><strong>Consultation hours:</strong></td>
<td>Thursdays. Via online booking: <a href="http://meetme.so/stephendann">http://meetme.so/stephendann</a></td>
</tr>
<tr>
<td><strong>Student Administrators</strong></td>
<td>Research School of Management Room 1088 Level 1, LF Crisp Building 26 Mon. – Fri. 9am – 5pm</td>
</tr>
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</table>
COURSE OVERVIEW

**Course Learning Outcomes**
1. Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non-commercial environments;
2. 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;
3. Recognise the challenges faced in services delivery as outlined in the services gap model;
4. Develop professional business writing skills

**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.

**Continuous Improvement**
We use feedback from students, professional bodies and staff to make regular improvements to the course. In response to this feedback, design improvements from the previous version of the course include:
- Changing the assessment from 60% mid semester exams to more inclusive in-semester assessment
- Flipped classroom mode to encourage class engagement
- More classic theories from the 80, 90s and today

**Student Feedback**
All CBE courses are evaluated using Student Experience of Learning and Teaching (SELT) surveys, administered by Planning and Statistical Services at the ANU. These surveys are offered online, and students will be notified via email to their ANU address when surveys are available in each course. Feedback is used for course development so please take the time to respond thoughtfully. Course feedback is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching and to improve courses across the university. For more information on student surveys at ANU and reports on feedback provided on ANU courses, visit [http://unistats.anu.edu.au/surveys/selt/students/](http://unistats.anu.edu.au/surveys/selt/students/) and [http://unistats.anu.edu.au/surveys/selt/results/learning/](http://unistats.anu.edu.au/surveys/selt/results/learning/)

**Course Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Summary of Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
<td></td>
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</tbody>
</table>
| 1    | Chapter 1 - Introduction to Services  
Chapter 2 - Conceptual Framework of the Book: The Gaps Model of Service Quality |            |
Seminar schedules will be published on the Wattle Site.

COURSE ASSESSMENT

Assessment Summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Title</th>
<th>Value</th>
<th>Due Date</th>
<th>Linked Learning Outcomes (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Practice Question</td>
<td>10</td>
<td>Wednesday, 11 March 2015, 11.59pm</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Short Essay</td>
<td>20</td>
<td>Wednesday, 8 April 2015, 11.59pm</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Final Essay</td>
<td>30</td>
<td>Wednesday, 13 May 2015, 11.59pm</td>
<td>LO2, LO4,</td>
</tr>
<tr>
<td></td>
<td>Exam</td>
<td>40</td>
<td>Exam Period</td>
<td>LO3</td>
</tr>
</tbody>
</table>

Assessment Task 1: Practice Question
Details of task:
Students will be assigned a short essay style answer to two questions (5% each). This preliminary assessment task is designed to introduce you to the stylistic requirements of the subject, and provide guidance, feedback and direction for your second assessment task.

Solo, 10%, up to 1000 words

Assessment Task 2: Short Essay
Details of task:
Students will be assigned a specific topic based on a journal paper. This assignment will require the conduct of secondary research via literature reviews, journal articles, academic sources, Google Scholar and related approaches. The purpose of this task is to address the development, refinement and retention of academic research skills. Students will be required to read, review and critique the paper, along with the conduct of their own research to develop a broader literature review to address the question. Questions, marks rubrics and guidance will be provided on Wattle

**Solo, 20%, up to 2000 words**

**Assessment Task 3: Final Essay**

**Details of task:**
Students will be required to undertake a significant research orientated project to address a specific question. Questions and marking rubrics will be provided on Wattle. The purpose of the essay is to read widely on the subject area, review a range of research articles and practical case studies to prepare an answer to the specific essay topic. This preparation will also assist in the development of a broad knowledge base to be applied in the exam.

**Group, 30%, up to 3000 words**

Groups may consist of between 1 and 4 people.

**Assignment Submission**
Assignments are submitted using the course Wattle site. Assignments submitted through Wattle no longer require cover sheets. Please keep a copy of the assignment for your records.

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.

**Extensions and Penalties**
Penalties are set by the university at 5% per working day late. Don’t be late.

**Special consideration for assessments**
Students who are unable to submit their assignment by the due date may be eligible for an extension if supported by an application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration.

Special Consideration applications must be completed before the due date of the affected assessment, or no later than three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications are only submitted online at special.consideration@anu.edu.au. You will be notified by the RSM office if an extension has been approved.

**Returning Assignments**
Work will be returned on Wattle via Turnitin.
Identify your Assignment with your Student Number only
When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

Use of Assignments as exemplars and grade moderation
An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

Examinations
An end of semester exam will be used in the course. You will be required to be available between June 4 and June 21 for the possible exam dates. Booking a flight, trip, or other departure from the country during the exam period is not grounds for deferred or alternative assessment. You have been warned.

Details of task: This exam will focus on the integration of the whole of the semester, and draws specifically on creation of a marketing solution to a business problem, and the resolution of two theory problems from a choice of three.

More detail will be provided on Wattle during the semester.

Assessment Rubrics: No rubric will be provided prior to the exam (Spoilers!)

Value: 40%

Individual Assessment

Scaling
Your final mark for the course will be based on the raw marks allocated for each assignment or examination. However, your final mark may not be the same number as produced by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed or equal the scaled mark of that student), and may be either up or down.

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:

Referencing Requirements
Formal referencing is required. Any format, Harvard, Oxford, Cambridge, Moderna Light, Cerulean Blue or APA is accepted. If you fail to reference, you will be failed. If you plagiarise, you will be failed for being so woefully incapable of cheating when there’s a text matching software package applied to everything you submit online. Put some effort in if you’re going to be so ill considered as to attempt to defraud the system.

READING LISTS
Buy or lease the textbook and read it.
COMMUNICATION

List here your preferred ways of communicating with students.

Email
If necessary, the lecturers and tutors for this course will contact students on their official ANU student email address. Information about your enrolment and fees from the Registrar and Student Services’ office will also be sent to this email address.

Announcements
Suggested wording: Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations.

Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Course URLs
More information about this course may be found on:

• Programs and Courses (http://programsandcourses.anu.edu.au/2014/MKTG7023)

• The College of Business and Economics website (http://cbe.anu.edu/courses) and

• Wattle (https://wattle.anu.edu.au), the University's online learning environment. Log on to Wattle using your student number and your ISIS password.

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: https://policies.anu.edu.au/ppl/index.htm.

Policy information on examinations and assessments can be found on the College of Business and Economics website at: http://cbe.anu.edu.au/students/student-information/examinations-assessment/

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