Tasmanian School of Business and Economics

College of Business

BMA258
SERVICES MARKETING, SOU

Semester 1, 2019

Unit Outline

Dr. Gauri Laud
CONTACT DETAILS

Unit coordinator

Unit coordinator:    Dr. Gauri Laud
Campus:            Sandy Bay
Email:             gauri.laud@utas.edu.au
Phone:             03 62265716
Room location and number:    Centenary Building, 411
Consultation hours:    By Appointment only
CONTENTS

WHAT IS THE UNIT ABOUT? 2
  UNIT DESCRIPTION* 2
  INTENDED LEARNING OUTCOMES* 2
  GRADUATE STATEMENT 2
  ALTERATIONS TO THE UNIT AS A RESULT OF STUDENT FEEDBACK* 3
  PRIOR KNOWLEDGE &/OR SKILLS 3

HOW WILL I BE ASSESSED?* 4
  ASSESSMENT SCHEDULE* 4
  ASSESSMENT DETAILS* 4
  HOW YOUR FINAL RESULT IS DETERMINED* 10
  SUBMISSION OF ASSIGNMENTS* 10
  ACADEMIC REFERENCING* 12
  ACADEMIC MISCONDUCT* 13

WHAT LEARNING OPPORTUNITIES ARE THERE? 14
  MyLO 14
  RESOURCES 14
  ACTIVITIES 15
  COMMUNICATION 17
  CONCERNS AND COMPLAINTS 19
  FURTHER INFORMATION AND ASSISTANCE 19
  UNIT SCHEDULE 20
WHAT IS THE UNIT ABOUT?

Unit description

The service industry is increasingly identified as contributing to worldwide business growth and is seen as a critical source of employment. Furthermore, the provision of services is playing an increasingly important role in the marketing strategies of goods manufacturing companies, because B2B manufacturers seek to differentiate their offerings by including significant value-adding service components. However, services possess unique characteristics, justifying the consideration of whether traditional marketing management concepts and models need to be adapted to better account for service-dominant economies, and for the successful marketing of services.

This unit focuses on developing students’ knowledge of the specific characteristics of services, and how to manage and market them. This unit will help students create and manage relationships with customers to deliver superior services. It will focus on the processes underpinning the creation and delivery of high-quality services, the extended services marketing mix, and managing internal marketing within service firms. This unit also examines the service environment and managing capacity and demand to develop the necessary knowledge and skills to market service firms. This unit will integrate the necessary knowledge and skills to market service firms.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Explain the specific characteristics of service offerings and markets and discuss how marketing services differs from goods
2. Critically analyse service products and delivery to position a service firm in a target market.
3. Recommend different strategic options to improve customer performance in service firm.

Graduate Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.
The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

As students were satisfied with the unit, no changes is considered in the unit.

Prior knowledge &/or skills

BMA101 Introduction to Management and BMA151 Principles of Marketing.
# HOW WILL I BE ASSESSED?

## Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Item 1:</strong> Online Tests</td>
<td>Throughout semester (Weeks 3,5,7,10 &amp; 13)</td>
<td>20 marks</td>
<td>1,2 &amp; 3</td>
</tr>
<tr>
<td><strong>Assessment Item 2:</strong> Individual Essay</td>
<td>Friday, 12th April, 5 PM</td>
<td>15 marks</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td><strong>Assessment Item 3:</strong> Service Audit</td>
<td>Friday, 10th May, 5 PM</td>
<td>25 marks</td>
<td>1,2 &amp; 3</td>
</tr>
<tr>
<td><strong>Assessment Item 4:</strong> Final Exam</td>
<td>Exam period</td>
<td>40 marks</td>
<td>1,2 &amp; 3</td>
</tr>
</tbody>
</table>

## Assessment details

### Assessment task 1

**Task description**

You are required to complete five (5) online tests, designed to test your understanding of the key concepts covered in each of the learning modules. Each test will be randomly constructed for every student. The test may be taken at a time of your choice during the designated week (see below). Students will need to log on to MyLO using their University electronic mail username and password. A time limit of 10 minutes will apply for each test. Please note that each test will open at **9.00 am on the Monday and close at 5.00 pm, Australia time** on the Saturday of each designated week. It is advised that you mark the following online test dates in your diaries for completion.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion 1</strong></td>
<td>Explain the differences between goods and services.</td>
</tr>
<tr>
<td><strong>Criterion 2</strong></td>
<td>Explain how the characteristics of services affect the marketing of services and service firms.</td>
</tr>
</tbody>
</table>
Criterion 3  
Describe customer behaviour in service encounters.  
LO2

Criterion 4  
Explain and analyse the marketing mix in service industries.  
LO2

Criterion 5  
Outline service innovation and service delivery channels.  
LO2

Criterion 6  
Critically analyse a service firm's creation and delivery of a service.  
LO2

Criterion 7  
Critically analyse problems in managing capacity and demand in services.  
LO2

Criterion 8  
Analyse market segments and competitive positions in service contexts.  
LO2

Task length  
Ten (10) questions per test. Questions will be a collection of multiple choice, true or false, fill in the blanks, and short answer questions. You will need to complete the required readings prior to starting each test.

Due by date  
Test 1: Week 3 (9.00am Monday 11 March – 5.00pm Saturday 16 March)  
Test 2: Week 5 (9.00am Monday 25 March – 5.00pm Saturday 30 March)  
Test 3: Week 7 (9.00am Monday 8 April – 5.00pm Saturday 13 April)  
Test 4: Week 10 (9.00am Monday 6 May – 5.00pm Saturday 11 May)  
Test 5: Week 13 (9.00am Monday 27 May – 5.00pm Saturday 1 June)

Assessment task 2

Task description  
Individual Essay

Question 1  
Describe what is meant by positioning strategy. How do the market, customer, internal and competitive analyse relate to positioning strategy? Use example to support your answers.

Question 2  
Evaluation of services tends to be harder than goods for customers, due to characteristics of services and the risk
associated with them. Explain the characteristics of services and discuss which characteristics results in what type of risk consumers experience through the service encounter.

**Question 3**
Service distribution is concerned with customer access to the service. Explain different types of access to service marketers offer to their customer. Discuss how either of different access method creates value for customers. Use specific example to support your answer.

**Submission Guidelines:** Students should select one question **ONLY**. This assignment should be answered in an essay format, with an introduction, body, and conclusion. Examples should be used to support your arguments. There is no requirement for a table of contents for this assignment, but please use page numbers. Students must use a minimum of ten (10) relevant academic references to answer their choice of question. A copy of the assessment criteria and marking scheme are available through MyLO. There are supportive documents to help students to write an essay in Assessment Folder.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain the differences between goods and services.</td>
</tr>
<tr>
<td>LO1</td>
<td></td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Explain how the characteristics of services affect the marketing of services and service firms.</td>
</tr>
<tr>
<td>LO1</td>
<td></td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Describe customer behaviour in service encounters.</td>
</tr>
<tr>
<td>LO1</td>
<td></td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Explain and analyse the marketing mix in service industries.</td>
</tr>
<tr>
<td>LO2</td>
<td></td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Outline service innovation and service delivery channels.</td>
</tr>
<tr>
<td>LO2</td>
<td></td>
</tr>
<tr>
<td>Criterion 6</td>
<td>Critically analyse a service firm’s creation and delivery of a service.</td>
</tr>
<tr>
<td>LO2</td>
<td></td>
</tr>
<tr>
<td>Criterion 7</td>
<td>Critically analyse problems in managing capacity and demand in services.</td>
</tr>
<tr>
<td>LO2</td>
<td></td>
</tr>
<tr>
<td>Criterion 8</td>
<td>Analyse market segments and competitive positions in service contexts.</td>
</tr>
<tr>
<td>LO2</td>
<td></td>
</tr>
</tbody>
</table>
Criterion 9
Explain the gaps that can occur in the firm's effort to manage service quality, and strategies for building ongoing relationships.

Criterion 10
Identify and discuss the different strategic options for building customer lifetime value.

Criterion 11
Manage the process of service recovery and complaint handling.

Task length
1500 words

Due by date
12th April, 5 pm (AEST)

Assessment task 3

Task description
Individual service audit
This assessment item is designed to test your application of services marketing theory to a real life service organisation of which you have been a customer. Students must register their choice of service organisation by **Week Three** of the semester on MyLO (information about this process will be provided in Week One of semester). Once this has been approved by the local lecturer, you can commence researching your chosen service organisation using **ONLY secondary data and participant observation**. Please note you are **not permitted to interview staff or customers**.

Part One of your service audit should contain a critical analysis of your service experience, including discussion of the strengths and weaknesses of the organisation's service delivery. **You should select services marketing theories that best underpin your analysis and discussion, therefore; selection of the theory is your obligation.** You should outline and discuss the issues relating to quality management in this service organisation, the extended marketing mix (i.e., physical evidence, people, process, product, promotion, price and place), and any issues that relate to the involvement of customers in service delivery. This section of your report should be approximately 1300 words.

Part Two of your service audit is dedicated to your recommendations. Based on your knowledge of the extended marketing mix, make at least three (3) recommendations as to how your service organisation could improve the customer
experience and the overall quality of their service. You should discuss each recommendation separately, and use headings, where necessary. It is very important that your recommendations relate clearly to your critical analysis. Your recommendations must also be logical, applicable, and be supported by evidence (e.g., photos, recall of your experience, and references to theory).

This section of your report should be approximately 1200 words.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain the differences between goods and services. LO1</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Explain how the characteristics of services affect the marketing of services and service firms. LO1</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Describe customer behaviour in service encounters. LO1</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Explain and analyse the marketing mix in service industries. LO2</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Outline service innovation and service delivery channels. LO2</td>
</tr>
<tr>
<td>Criterion 6</td>
<td>Critically analyse a service firm’s creation and delivery of a service. LO2</td>
</tr>
<tr>
<td>Criterion 7</td>
<td>Critically analyse problems in managing capacity and demand in services. LO2</td>
</tr>
<tr>
<td>Criterion 8</td>
<td>Analyse market segments and competitive positions in service contexts. LO2</td>
</tr>
<tr>
<td>Criterion 9</td>
<td>Explain the gaps that can occur in the firm’s effort to manage service quality, and strategies for building ongoing relationships. LO3</td>
</tr>
<tr>
<td>Criterion 10</td>
<td>Identify and discuss the different strategic options for building customer lifetime value. LO3</td>
</tr>
<tr>
<td>Criterion 11</td>
<td>Manage the process of service recovery and complaint handling. LO3</td>
</tr>
<tr>
<td>Task length</td>
<td>2500 words +/- 10% (excluding references, appendices)</td>
</tr>
<tr>
<td>Due by date</td>
<td>10th May, 5 pm (AEST)</td>
</tr>
</tbody>
</table>
### Final Exam

<table>
<thead>
<tr>
<th>Description / conditions</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written exam</td>
<td></td>
</tr>
<tr>
<td>The final examination will be closed book. It will be of two hours duration and is worth 40 per cent of the total available marks for this unit. More information on the exam and its content will be released during the semester.</td>
<td></td>
</tr>
<tr>
<td>Criterion 1</td>
<td>LO1</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>LO1</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>LO1</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>LO2</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>LO2</td>
</tr>
<tr>
<td>Criterion 6</td>
<td>LO2</td>
</tr>
<tr>
<td>Criterion 7</td>
<td>LO2</td>
</tr>
<tr>
<td>Criterion 8</td>
<td>LO2</td>
</tr>
<tr>
<td>Criterion 9</td>
<td>LO3</td>
</tr>
<tr>
<td>Criterion 10</td>
<td>LO3</td>
</tr>
<tr>
<td>Criterion 11</td>
<td>LO3</td>
</tr>
</tbody>
</table>

### Criterion 1
- Explain the differences between goods and services.

### Criterion 2
- Explain how the characteristics of services affect the marketing of services and service firms.

### Criterion 3
- Describe customer behaviour in service encounters.

### Criterion 4
- Explain and analyse the marketing mix in service industries.

### Criterion 5
- Outline service innovation and service delivery channels.

### Criterion 6
- Critically analyse a service firm's creation and delivery of a service.

### Criterion 7
- Critically analyse problems in managing capacity and demand in services.

### Criterion 8
- Analyse market segments and competitive positions in service contexts.

### Criterion 9
- Explain the gaps that can occur in the firm's effort to manage service quality, and strategies for building ongoing relationships.

### Criterion 10
- Identify and discuss the different strategic options for building customer lifetime value.

### Criterion 11
- Manage the process of service recovery and complaint handling.

### Duration
- 2 hours

### Date
- The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page on the University’s website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable for specific date, time and location closer to the examination period.
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Submission of assignments

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in ‘perfect’ systems, items sometimes go astray.

Electronic submissions should be made through the relevant assignment drop box in MyLO. All assessment items must be handed in by 2.00pm local Shanghai time on the due date. Where appropriate, unit coordinators may also request students submit a paper version of their assignments.

Paper submissions should be made into the submission box in the AIEN Institute Office. An electronic version of also be submitted electronically through MyLO.

All coursework must be handed in by 2.00 pm on the due date, local Shanghai time.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment
2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.
3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

1. Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

2. Assessment items submitted more than five (5) days late will not be accepted.

3. Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed.

Review of Assessment consists of re-marking the final exam (where applicable), checking the addition of all marks, and a check to ensure that all marks have been included in the final result.

Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a RMB100 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The appropriate referencing style for this unit is [Harvard Reference Style]

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.
Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need to refer to online reading material each week posted on MyLo:

Recommended readings


Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

There are related journal articles available on MyLO that supplement your readings. However, you can use following sources if needed.


Fisk, RP, Grove, S J & John, J 2012, Services marketing self-portraits: introspections, reflections, and glimpses from the experts, Marketing Classics Press, USA.


Other Recommended Resources:
- *Journal of Services Research*
- *Journal of Services Marketing*
- *Journal of Service Management*
- *Journal of Retailing & Consumer Services*
- *Service Industries Journal*
- *Services Marketing Quarterly*
- *International Journal of Service Industry Management*
- *Australasian Marketing Journal*
- *European Journal of Marketing*
- *Journal of the Academy of Marketing Science*
- *Journal of the Market Research Society*
- *Journal of Marketing*
- *Journal of Retailing*
- *Journal of Business Research*

It is also advised that you read publications such as *Marketing Magazine*, *B&T*, *AdNews*, and *Business Review Weekly (BRW)*, or subscribe to their electronic newsletters and email updates.

### Activities

#### Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

**Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.**
Details of teaching arrangements

There will be a series of 13 lectures over the course of the semester. The lectures will provide an overview of the main content relating to the topics outlined in the study schedule (see page 22). These lectures will be supported by a number of supplementary readings, videos, and/or podcasts that are designed to deepen your knowledge of these topics (details about these readings are available from the BMA258 Services Marketing Study Guide, which can be accessed from MyLO).

There will be a series of 12 tutorials over the course of the semester. The tutorials are designed to help you apply services marketing theory to real-world business situations.

Specific attendance/performance requirements

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

This is a 12.5% credit point unit with two-hour workshop per week over 13 weeks. The total time commitment required for this unit is a minimum of 160 hours. Specifically, in addition to the two hours of class contact per week, students are expected to devote an additional 10 hours in self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study, and revision. Students should make sure to allocate the necessary time and attention needed to work during semester. Students are expected to come to workshops fully prepared to actively participate in discussions.

In this unit, your active engagement will be monitored in the following way:

1. Week 3 Online test
2. Participation and contribution in Week 2, and 3 tutorial activities allocated by the local lecturer.

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

Teaching and learning strategies

This unit will be delivered based on a blended learning mode. Prior to coming to the class, students are required to have reviewed the chapter(s) from the prescribed textbook and read through lecture slides posted on MyLo. In addition, students are expected to participate workshop activities that involve online quizzes and other in-class activities such as interactive group discussions, individual questions and answers and more.
Self-directed study is important. In addition to the prescribed textbook, lecture slides, workshop activities provided by the lecturer, students are expected to do their own search in order to enhance their knowledge, and also support their arguments in class discussions, workshop activities, and group/individual assessments. Students can share their resources (e.g., journal/trade articles, web links, etc.) with others on the online discussion platforms set up on MyLO for this unit.

**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](#) and policy.

**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

**WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK**

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.
A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond. Allow at least TWO (2) business days to reply. Staff are not required to respond to emails where students do not directly identify themselves, are threatening or offensive, or come from external (non-UTAS) email accounts.

When you write an email, you must include the following information. This helps teaching staff to determine who you are and which unit you are talking about.

- Family name
- Preferred name
- Student ID
- Unit code (BMA258)
- Questions
- If your question is about an assessment task, please include the assessment task number or name.
Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

If you are experiencing difficulties with your studies or assessment items, have personal or life-planning issues, disability or illness that may affect your study, then you are advised to raise these with your lecturer or tutor in the first instance.

If you do not feel comfortable contacting one of these people, or you have had discussions with them and are not satisfied, then you are encouraged to contact the Academic Program Coordinator:

Dr Peter Dixon
Email: Peter.Dixon@utas.edu.au

If you wish to pursue any matters further then a Student Advocate may be able to assist.

Information about the advocates can be accessed from www.utas.edu.au/governance-legal/student-complaints. The University also has formal policies, and you can find out details about those from that link.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
## Unit schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date Beginning</th>
<th>Topic/Module/Focus Area</th>
<th>Activities</th>
<th>Resources/Readings/Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Lecture 1: Housekeeping. Lecture 1: Marketing in the service economy.</td>
<td>No workshop</td>
<td>Please refer to Online quiz submission schedule on page 5 of this booklet</td>
</tr>
<tr>
<td>2</td>
<td>4 March</td>
<td>Lecture 2: Customer behaviour, culture, and service encounters</td>
<td>Workshop 1: Understanding the nature of services. Workshop Activities</td>
<td>In-class</td>
</tr>
<tr>
<td>3</td>
<td>11 March</td>
<td>Lecture 3: Positioning services in competitive markets.</td>
<td>Workshop 2: Role and script and different levels of service encounter. Workshop Activities</td>
<td>In-class</td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td>Lecture 4: Developing service products: core and supplementary service elements.</td>
<td>Workshop 3: Applying positioning strategies. Workshop Activities</td>
<td>In-class</td>
</tr>
<tr>
<td>5</td>
<td>25 March</td>
<td>Lecture 5: Distributing service through physical and electronic channels.</td>
<td>Workshop 4: Identifying and managing service product. Workshop activities for all</td>
<td>In-class</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Lecture</td>
<td>Workshop Activities</td>
<td>Notes</td>
</tr>
<tr>
<td>------</td>
<td>----------</td>
<td>----------------------------------------------</td>
<td>--------------------------------------------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td>6</td>
<td>1 April</td>
<td>Lecture 6: Balancing productive capacity and demand.</td>
<td>Workshop 5: high-touch vs high-tech service delivery.</td>
<td>In-class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Workshop activities for all</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>Lecture 7: Understanding costs and developing pricing strategy and integrated services marketing communications.</td>
<td>Workshop 6: Capacity management and demand smoothing.</td>
<td>In-class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Workshop activities for all</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Individual Essay Activity due</td>
<td>12th April</td>
</tr>
<tr>
<td>8</td>
<td>15 April</td>
<td>Lecture 8: Managing people for service advantage.</td>
<td>Workshop 7: pricing services and managing communication channels.</td>
<td>In-class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mid-semester break 18 – 24 April (inclusive)</td>
</tr>
<tr>
<td>9</td>
<td>22 April</td>
<td>No lecture</td>
<td>No workshop</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>29 April</td>
<td>Lecture 9: Crafting the service environment.</td>
<td>Workshop 8: managing people in service firms.</td>
<td>In-class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Workshop activities for all</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Service Audit due</td>
<td>10th May</td>
</tr>
<tr>
<td>11</td>
<td>6 May</td>
<td>Lecture 10: Customer satisfaction and service quality.</td>
<td>Workshop 9: The functional and strategic role of the physical evidence.</td>
<td>Workshop activities for all</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>13 May</td>
<td>Lecture 11: Managing relationships and building loyalty</td>
<td>Workshop 10: Managing service quality.</td>
<td>In-class</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------</td>
<td>--------------------------------------------------------</td>
<td>----------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>12</td>
<td>20 May</td>
<td>Lecture 12: Handling customer complaints and managing service.</td>
<td>Workshop 11: Managing relationships. Workshop activities for all</td>
<td>In-class</td>
</tr>
<tr>
<td>13</td>
<td>27 May</td>
<td>Lecture 13: Managing the customer service function</td>
<td>Workshop 12: Service recovery. Workshop activities for all</td>
<td>In-class</td>
</tr>
</tbody>
</table>

**SOU Examination period commences 8 June**