



HOLMES INSTITUTE
FACULTY OF HIGHER EDUCATION
UNDERGRADUATE PROGRAM

SUBJECT OUTLINE

HC2112 Services Marketing & Relationship Marketing

TRIMESTER 2 / 2013

Holmes Institute is committed to providing the highest quality education in a dynamic, student-centred learning environment. Holmes Institute fosters in its students rational thought, intellectual integrity and social responsibility.

www.holmes.edu.au

FACULTY OF HIGHER EDUCATION

Holmes Institute Faculty of Higher Education offers business courses that combine discipline-based excellence with practical application. The faculty operates on campuses in Melbourne, Sydney, Brisbane and Hong Kong.

The faculty offers a Bachelor of Business, a Bachelor of Professional Accounting, a Master of Professional Accounting, a Master of Business Administration and a Graduate Diploma in Business.

Details about the members of the faculty can be found on the homepage of the Faculty of Higher Education at www.holmes.edu.au/undergraduate.

HOLMES INSTITUTE UNDERGRADUATE PROGRAMS

At Holmes Institute, the Bachelor of Business and Bachelor of Professional Accounting programs offer domestic and international students the opportunity to study a set of contemporary subjects in the field of business. These subjects prepare students for the challenges in business environments of the 21st century. These programs emphasize the global and cross-cultural dimensions of business. Teaching utilizes a combination of delivery methods and includes critical analysis and case study methods. A combination of exams, case studies and company analysis are used in assessment.

The Bachelors' programs of Holmes Institute focus on:

- Developing career related capabilities
- Emphasis on business numeracy and literacy
- Managerial proficiency
- The new economy
- Leadership
- Entrepreneurship
- Social responsibility and ethics

SUBJECT OVERVIEW & RATIONALE

Welcome from the Subject Coordinator, Jas Paul Chawla

The information technology revolution, outsourcing, the emergence of the global village, the increasingly competitive nature of markets, and rising customer expectations... All these factors are realities of today's business world that present not only formidable challenges, but also great opportunities. The savvy businessperson is one that understands the importance of being able to differentiate oneself, standing out with a competitive advantage by including value-adding service components to their offerings.

HC2112-Services and Relationship Marketing- identifies the complexities involved in the marketing and management of intangible services. The subject explores the importance of building strong customer relationships and its impact on business growth. Students will assess the current service orientation of various organisations and gain the necessary knowledge to develop and implement relevant relationship marketing strategies. Furthermore, students will acquire the knowledge and skills to assess the moments of truth - critical incidents that occur at front and back-stage operational levels- that can lead to significant customer satisfaction or dissatisfaction.

SUBJECT OBJECTIVES & LEARNING OUTCOMES

On completion of this subject you will be able to:

1. Explain the principles underpinning marketing, difference between marketing of products and services. Analyse the additional aspects of marketing in service industry.
2. Appreciate the importance of strong customer relationships in business growth
3. Define the moments of truth for an organisation by analysing front stage and backstage operations for effective service delivery
4. Understand how to create, maintain and enhance value-laden relationships with customers and business partners.
5. Appreciate the impact of technology on the marketing of relationships and services.

SUBJECT ADMINISTRATION

| Awards | Duration | Core/Elective | Subject weight |
|--------------------------|---|---------------|-----------------|
| BBus | 1 semester | Core | 3 credit points |
| Mode of delivery | On campus | | |
| Prerequisites | Nil | | |
| Workload | Students are expected to attend all classes | | |
| Delivery | 2 hrs of lectures and 1 hr tutorial or equivalent | | |
| Independent study | 5 hrs | | |

CONTACT DETAILS

| | | |
|---|--------------------|--|
| Subject Coordinator And Lecturer | Jas Paul Chawla | ichawla@holmes.edu.au (02) 9299 1400 |
| Lecturer in Brisbane Campus | Vanessa Miller | |
| Lecturer in Melbourne Campus | Dr Alex Kouznetsov | akouznetsov@holmes.edu.au |

Students please note:

Holmes Institute provides each student with a Holmes webmail. Faculty and Administrative staff can only communicate with you using your Holmes Institute mail address. Emails from private and/or business email accounts cannot be used and may not be answered.

CONSULTATION TIMES*

Please check with your lecturer

| | Monday | Tuesday | Wednesday | Thursday | Friday |
|--|--------|---------|-----------|----------|--------|
| Sydney Campus Coordinator and Lecturer Jas Paul Chawla | | 2 to 4 | | 2 to 4 | 2 to 4 |
| Melbourne Campus | TBA | | | | |
| Brisbane Campus | TBA | | | | |

STUDENT ASSESSMENT

| ASSESSMENT TYPE | DUE DATE | WEIGHT | LEARNING OUTCOMES |
|---|----------|--------|-------------------|
| Individual Reflective essay 1,200 words | Wk 5 | 15% | 1,2,3, |
| Group Report | Wk 11 | 25% | 1,2,3, |
| Group Presentation | | 10% | 4 & 5 |
| Final Exam | TBA | 50% | 1,2,3, 4 & 5 |

ASSESSMENT POLICY

To be eligible to pass this subject, students must complete all forms of assessment and demonstrate achievement of the learning outcomes. All assignments must be submitted electronically using a word processor, uploaded to Blackboard via SafeAssign. You must print and attach the full SafeAssign report with the Holmes Institute Cover Sheet to the printed assignment (hard copy).

The assignment cover sheet must include the student/s name, number, subject code and subject name, subject lecturer's name, assignment due date and time of submission. All hard copies must be placed in the Assignment Box in the Resource Center during opening hours.

Submission deadlines are strictly enforced and late submission incurs penalties unless an extension and/or special consideration has been granted by the Subject Coordinator. No assessments are accepted after 14 calendar days of the due date. Students are requested to familiarize themselves with the Holmes Institute Assessment Policy at: www.holmes.edu.au/undergraduate/assessment.

STANDARD GRADING SYSTEM AND DISTRIBUTION

| GRADE | LETTER | RANGE |
|------------------|--------|---|
| High Distinction | HD | 80% and above |
| Distinction | D | 70 – 79% |
| Credit | CR | 60 – 69% |
| Pass | P | 50 – 59% |
| Fail | NN | 0-45% (did not meet the standard required according |

| | | |
|--|----|--|
| | | to the learning outcomes in the Subject Guide) |
| Faculty Pass* | FP | 46 – 49% (awarded by Board of Examiners) |
| Supplementary Exam Granted (a temporary grade) | NS | Supplementary examination granted |
| Deferred Exam (a temporary grade) | ND | Officially Deferred examination |
| Fail | NA | Student did not submit any work according to the schedule in the Subject Guide |
| Result Withheld | RW | Additional assessment and/or work required |
| Result Withheld | WH | Outstanding fees or non-return of Holmes Institute materials |

* This grade is sometimes referred to as a conceded pass at other institutions

Explanation of Letter Grade

HD Outstanding work which exhibits sophisticated understanding and critical synthesis, analysis and evaluation of the subject matter. While the work utilizes opinions of others, judgements about the value of the subject matter are made and drawn together in an organized whole. Gaps in the subject matter might also be identified and the implications discussed.

D Substantial work of high quality, which demonstrates a clear understanding of the subject matter, in which the relationship between the constituent elements are identified clearly and discussed with some level of critical analysis. The work also applies abstract ideas in concrete situations.

CR Sound and competent work, which demonstrates a reasonable but not complete grasp of the subject matter. The work utilizes recall and paraphrases the work of others concerning the subject matter. Some basic level of critical analysis is evident. Originality in the work is rarely evident.

P Work that demonstrates a satisfactory engagement with the subject matter such that the student is said to have a general understanding of the field. Provides an adequate basis for further study.

NN Did not meet the learning objective of the subject

VIEWING STUDENT GRADES

Results including the final grade can be viewed via the Grade Centre on Blackboard. Results for all assessments are published within two weeks of the due date of the assessment and the final examination. Students who wish to appeal their mark for a specific assessment are advised to follow the procedures outlined at www.holmes.edu.au/undergraduate/appeals.

PLAGIARISM AND ACADEMIC MISCONDUCT

Holmes Institute view any forms of academic misconduct as most serious offences. Academic misconduct in any form during an examination is not tolerated and will be dealt with according to the policies and procedures set out in the Holmes Institute Student Handbook (see www.holmes.edu.au/undergraduate/studenthandbook).

Plagiarism occurs when one uses another person's ideas or manner of expressing them and passes them off as one's own work by failing to give appropriate acknowledgement (that is, referencing the source). Any instances of plagiarism will be dealt with promptly (see www.holmes.edu.au/undergraduate/studenthandbook).

It is important that student reference their work appropriately. The Faculty of Higher Education at Holmes Institute uses the APA (American Psychological Association) style of referencing. A detailed guide to referencing can be found in the Student Handbook. It is expected that you will be familiar with the APA style of referencing.

USE OF BLACKBOARD

Holmes Institute uses Blackboard as its online teaching platform and all students enrolled have access to Blackboard to view and download their lecture material, grades, important announcements on their subjects and discussion rooms for selected subjects.

Please note that it is the student's responsibility to check Blackboard on a regular basis. It is expected that students will have viewed lecture materials and additional readings before class. All students are advised to familiarize themselves with the use of Blackboard. Guides to Blackboard are available in the Resource Center on each campus (see www.holmes.edu.au/undergraduate/blackboard). Should you have difficulties accessing and/or using Blackboard, please contact your lecturer or the Holmes Institute Blackboard Helpdesk on: bbhelpdesk@holmes.edu.au.

USE OF RESOURCE CENTER AND PROQUEST

For most subjects, students are expected to engage in additional research. Textbooks and teaching materials available in the Resource Center will be of use here. In addition, current students have access to a range of electronic academic journals via Proquest, which is accessible once you log into Blackboard.

Should you require any assistance with the use of Proquest and/or online research, please contact your lecturer and/or the Resource Center staff on your campus.

STUDY SKILLS & ACADEMIC SUPPORT

Students who have difficulties with their studies and/or specific forms of assessment should visit online Study Skills on www.holmes.edu.au/undergraduate/studyskills. Holmes Institute also offers regular Academic Support, which is free for any student enrolled. See details on www.holmes.edu.au/undergraduate/academicsupport.

DETAILED INFORMATION ON SUBJECT ASSESSMENTS

Reflective Essay: Assessment criteria

| | | |
|-------------------|--------------------------|---------------------|
| Due: | WEEK5 | ASSESSMENT 1 |
| Weighting: | 15% | |
| Length: | NOT MORE THAN 1200 WORDS | |

| | |
|---|--|
| <p>Reflective Essay Choose a real-life service organisation that you are familiar with. You need to inform your lecturer of your choice by end of week 3.</p> <p>Prepare a flowchart of the back-stage as well as the front-stage operations of this business.</p> <p>Using this flowchart, explain the significance of the service encounter, and its managerial implications. The written component of the essay should not exceed 1200 words (12 font, Arial or Times New Roman single spaced)</p> <ol style="list-style-type: none"> 1. Flowchart <ul style="list-style-type: none"> Backstage Front stage 2. Explanation of significance of the service encounter 3. Analysis of managerial implications 4. Essay format & presentation <p>TOTAL</p> | <p>4</p> <p>4</p> <p>4</p> <p>3</p> <p>15</p> |
|---|--|

Group Report and Presentation: Assessment criteria

| | | |
|-------------------|--|---------------------|
| DUE: | WEEK 11 | ASSESSMENT 2 |
| Weighting: | 35% | |
| Length: | Not more than 3000 words & a 15 minutes Presentation | |

| | |
|--|-----------|
| Service Recovery Group Report: | |
| In teams of 4-5, students are required to choose 1 of the team's service organisation from Assessment 1 and write a report that addresses the following: | |
| <ol style="list-style-type: none"> 1. Present this service organisation as a blueprint. 2. What is the service organisation's front stage and back stage functions? 3. What are the "moments of truth" for this service organisation? 4. Show the determinants of satisfaction/dissatisfaction for this service organisation. Use relevant theories to also discuss service quality measurement (and quality gaps) in this organisation. 5. Devise a service-recovery strategy plan for the service organisation to deal with various critical incidents. | |
| The report should be a maximum of 3000 words (12 font, Arial or Times New Roman single spaced) | |
| Teams are also required to perform a 10-minutes Oral presentation for their assignment. | |
| Written report: | 25 |
| Blueprint | 5 |
| Front stage and back stage functions | 5 |
| Moments of truth for this service organisation | 4 |
| Determinants of satisfaction/dissatisfaction (gap model) | 5 |
| Service-recovery strategy plan | 3 |
| Report format & referencing | 3 |
| Oral Presentation: | 10 |
| Demonstrated key service failure/ moment(s) of truth | 3 |
| Appropriateness of service recovery strategies | 3 |
| Flow of presentation, interaction, and issues presented | 2 |
| Overall impression of excellence | 2 |
| TOTAL | 35 |

Final Examination Assessment criteria

| | | |
|-------------------|---------------------|---------------------|
| DUE: | TBA (To be advised) | ASSESSMENT 3 |
| Weighting: | 50% | |
| Length: | 2 HOURS 10 MINUTES | |

| | |
|---|-----------|
| The final exam might have some Multiple Choice Questions, Short Answers Questions and a case application questions (compulsory) | 50 |
|---|-----------|

SUBJECT RESOURCES

Prescribed Textbook (compulsory)

Lovelock, C., Patterson, P. & Wirtz, J. (2011) *Services Marketing: An Asia-Pacific and Australian Perspective, 5/e*, Pearson.

LECTURE SCHEDULE/SYLLABUS

| WEEK | LECT. NO. | TOPICS SCHEDULED | Text Ch. | TUT. Questions | ASSMT DUE |
|------|-----------|---|----------|------------------------------------|-----------|
| 1 | Lecture 1 | New perspectives on marketing in the service industry | 1 | n/a | |
| | No Tut | | | | |
| 2 | Lecture 2 | Customer behaviour, culture and service encounters | 2 | Review questions 2,4,5 & 8 page 32 | |
| | Tut | Mini case: Long-stay airport parking services P31 | | | |
| 3 | Lecture 3 | Positioning services in competitive markets | 3 | Review questions 2,4,7&9 page 66 | |
| | Tut | Flowcharting: How to draft a front stage and a back stage Mini-case: Personal trainers- a growth opportunity P65 | | | |
| 4 | Lecture 4 | Developing services products: core and supplementary service elements | 4 | Review questions 2,6&7 Page93 | |
| | Tut | Mini-case: Flight centre from 'The price beat guarantee to Unbeatable' P92 | | | |

| | | | | | |
|---|------------|---|-------|---|---|
| 5 | Lecture 5 | Distributing services through physical and electronic channels Understanding costs and developing pricing strategy | 5 & 6 | Review questions 1,2&4 Page 127 | Assessment 1 Due |
| | Tut | Mini case: The Hong Kong Airport express P126 | | | |
| 6 | Lecture 6 | Balancing productive capacity and demand | 7 | Review questions 2, 4,5,6 & 8 Page 161 Q1, Q2 & Q8 page 193 | |
| | Tut | Review questions | | | |
| 7 | Lecture 7 | Integrated services marketing communications | 8 | Review questions Q 1, Q2 & Q4 Page 226 | |
| | Tut | Mini case: Managing capacity and demand at a Yoga centre P225 | | | |
| 8 | Lecture 8 | Managing the customer service function | 9 | Review questions 2 3 & 7 page 259 | |
| | Tut | Mini-case: Marketing Australia to the world P258 | | | |
| 9 | Lecture 9 | Crafting the service environment | 10 | Review questions 1, 2, & 5 Page 286 | |
| | Tut | Application questions | | | |
| 10 | Lecture 10 | Customer satisfaction and service quality | 11 | Review questions 2, 6 & 7 page 311 | |
| | Tut | Application questions | | | |
| 11 | Lecture 11 | Managing customer relationships | 12 | | Assessment 2 Report And Presentation Due |
| | Tut | Presentations | | | |
| 12 | Lecture 12 | Handling customer complaints and managing service recovery Managing people for service advantage | 13 | Revision and Exam Prep | All assessments must be completed to sit Final Exam |
| | | | 14 | | |
| Study Week and Exam week PL check BB for announcements | | | | | |
| | | | | | |

* Note: Students must consult the Academic Calendar and Blackboard for the dates of the Examination Week.

STUDENT ASSISTANCE

Studying in higher education presents many experiences and challenges. These might involve academic, personal and/or professional issues. At Holmes Institute, we have a range of people who can help you with various challenges. The following table identifies contact points should you require any support.

| SUPPORT REQUIRED | WHO TO CONTACT |
|----------------------------------|---|
| Information for Current Students | Holmes Institute Student Handbook: |
| Academic Probation / Mentoring | Academic Mentors, Associate Dean |
| Accommodation | Holmes Institute Home Stay |
| Computers, Blackboard, Email | IT Help Desk |
| Disability Needs | Holmes Institute Campus Directors |
| Employment and Careers | Career Development Team |
| Enrolment | Higher Education Coordinator |
| Exams | Higher Education Coordinator |
| Financial Issues | Holmes Institute Campus Directors |
| Personal Issues | National Higher Education Program Manager, Mentoring Team |
| Proquest Database | Librarian on each Campus |
| Study Skills | Holmes Institute Academic Support & Study Skills Team |
| Visa Issues, COEs etc. | Higher Education Coordinator |

This subject outline was prepared by the Course Development Team for the Undergraduate Programs, Faculty of Higher Education, Holmes Institute. It was correct at the time of publication. Change to the Subject Outline may occur at any time. However, the Faculty of Higher Education endeavours to inform the students accordingly. This publication is copyright. Apart from any fair dealing for the purpose of private study, research, criticism, or review as permitted under the Copyright Act, no part may be reproduced by any process or placed in computer memory without written permission. Enquires should be made to Holmes Institute Faculty of Higher Education. © Copyright 2010.