

**School / Faculty:** Federation Business School

**Course Title:** APPLIED SERVICES MARKETING

**Course ID:** BSMAN3010

**Credit Points:** 15.00

**Prerequisite(s):** Nil

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080505

**Grading Scheme:** Graded (HD, D, C, etc.)

**Program Level:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Recognise the distinctive characteristics of services marketing, and its focus on delivering customer satisfaction, as drivers of financial performance;
- K2.** Identify factors that influence customer expectations and perceptions of service;
- K3.** Realize how services marketing can be used to deliver an integrated organisational customer focus;
- K4.** Comprehend how marketing theory can be applied to service development, design and implementation
- K5.** Appreciate the processes for managing service promises and delivering those expectations

**Skills:**

- S1.** Undertake practical market research to identify and assess how various service businesses apply marketing strategies to deliver service quality and customer satisfaction;
- S2.** Interpret the marketing environment in relation to various service industries;
- S3.** Determine appropriate service marketing strategies to compete in a competitive environment, provide service quality and retain customers;
- S4.** Demonstrate professional report writing skills for presenting market research, marketing analysis or strategic marketing planning.

# Course Outline (Higher Education)

BSMAN3010 APPLIED SERVICES MARKETING

## Application of knowledge and skills:

- A1.** Apply services marketing theory to various organisational contexts and service industries
- A2.** Use well-developed judgement to adapt knowledge and skills to suit a diverse range of organisational contexts;
- A3.** Critically evaluate service marketing issues and use professional judgement to provide objective solutions;
- A4.** Develop marketing strategies for the delivery of quality service and customer satisfaction
- A5.** Integrate social, environmental and economic perspectives into the practical delivery of service;

## Course Content:

This course aims to provide an introduction to the application of marketing theory for service-oriented organisations. On completion of this course, students should be able to recognise how services marketing can help businesses deliver customer satisfaction and drive financial performance. They should understand the factors that influence customer expectations and perceptions of service, and how services marketing can be used to deliver an integrated organisational customer focus. Students will understand how to evaluate the service industry environment from a marketing perspective and analyse organisational service quality.

## Values and Graduate Attributes:

### Values:

- V1.** Appreciate the application of marketing strategy to the provision of service;
- V2.** Appreciate the role of the customer in service delivery;
- V3.** Value the process of market research in developing appropriate service strategy
- V4.** Embrace autonomous learning;
- V5.** Adopt ethical standards applicable to the implementation of marketing strategies in modern business environments

### Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	The focus on knowledge application will encourage graduates to engage in continuous self development and learning	High
Critical, creative and enquiring learners	Engagement in blended learning requires graduates to apply self-directed learning skills to the understanding of marketing concepts	High
Capable, flexible and work ready	The applied nature of this course requires students to actively engage with the organisational environment	High
Responsible, ethical and engaged citizens	Students will learn about norms and ethical behaviours appropriate to the delivery of service	Medium

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## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, K3, K5 S1, S2, S4 A1, A2, A3	Research and assess the delivery of service across various service organisations	Assignment/ Essay/ Portfolio	10-30%
K1, K2, K3, K4, K5 S1, S2, S3, S4 A1, A2, A3, A4, A5	Critically evaluate a current organisation's application of the extended marketing mix. Provide strategic recommendations for identifiable service gaps.	Assignment/ Essay/ Report	20-40%
K1, K2, K3, K4, K5 S3, S4 A1, A2, A3, A4	Demonstrate the breadth of marketing knowledge and skills by applying them to service businesses marketing situations	Exam	30-50%

## Adopted Reference Style:

APA