

**School / Faculty:** Federation Business School

**Course Title:** SERVICES MARKETING

**Course ID:** BUMKT2601

**Credit Points:** 15.00

**Prerequisite(s):** (BUMKT1501 or JM501)

**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:**

This course aims to provide a detailed study of the application of marketing to services.

**Knowledge:**

- K1.** Differentiate between the distinctive characteristics of services and identify their implications for marketing.
- K2.** Analyse elements of marketing strategies for services organisations.
- K3.** Examine key theoretical frameworks which can be applied to the marketing of services.
- K4.** Identify key factors that influence consumer behaviour in relation to services
- K5.** Determine the important elements of the marketing mix for services organisations

**Skills:**

- S1.** Identify important marketing aspects for service organisations through researching specific services topic areas
- S2.** Express ideas and perspectives on services marketing situations via written and/or oral communication
- S3.** Critically analyse the marketing of services organisations and exercise judgment in providing an appropriate solution

# Course Outline (Higher Education)

## BUMKT2601 SERVICES MARKETING

- S4.** Interpret the marketing environment in relation to services industries and consider how the environment can help improve both service quality and productivity

### **Application of knowledge and skills:**

- A1.** Transfer and apply a services marketing approach to a services firm
- A2.** Create and implement elements of the marketing mix relevant to services firms in a range of environments
- A3.** Develop strategic ideas for the development or improvement of marketing plan for a service using initiative and judgement

### **Course Content:**

Topics may include:

- The role and characteristics of marketing services
- The marketing system, external environment and influencing variables for services
- Consumer behaviour and market analysis in the service industry
- Strategic issues for marketing services
- The marketing mix and services: creating, delivering and distributing services; cost and pricing strategies; communicating and promoting services; the importance of people, operational processes and physical environment in the marketing of services
- Distinctive aspects of marketing services in the 90s: improving service quality and productivity; managing supply and demand; adding value through customer service
- Organising, utilising and controlling marketing resources in service organisations
- Developing, implementing, controlling and evaluating marketing plans and campaigns for services

### **Values and Graduate Attributes:**

#### **Values:**

- V1.** Appreciate the distinctive nature of services.
- V2.** Seek to learn and understand more completely the factors associated with marketing decision-making.
- V3.** Draw on scholarly research, as well as current business practice, to examine, analyse and evaluate issues and challenges related to services marketing.

#### **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.

# Course Outline (Higher Education)

BUMKT2601 SERVICES MARKETING

Attribute	Brief Description	Focus
Knowledge, skills and competence	Students will engage in learning activities that empower them to continuously conduct critical analysis of the marketing environment that surrounds them through their daily lives.	High
Critical, creative and enquiring learners	Students will be exposed to situations, such as presentations and group work, which will challenge them in developing their capability, assurance, independence and enterprise.	Medium
Capable, flexible and work ready	Students will gain important social skills through their group work and knowledge that will empower them to have a positive impact in local, national and global communities.	Medium
Responsible, ethical and engaged citizens	Students will be exposed to ethical discussions in relation to marketing behaviour and encouraged to challenge their own views.	Low

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2, K5 S1 A1	Demonstrate knowledge of the course material	Individual Test	20-30%
K1,K2,K3,K4,K5 S1,S2,S3,S4 A1,A2,A3	Critically analyse and interpret a services marketing situation through a report and/or presentation	Group Task	30-40%
K1,K3,K4,K5 S1, S4 A3	Demonstrate knowledge and skills gained in the course by applying them to different marketing situations	Written Exam	30-50%

## Adopted Reference Style:

APA