

School / Faculty: Federation Business School

Course Title: MARKETING SERVICE ORGANISATIONS

Course ID: BUMKT6904

Credit Points: 15.00

Prerequisite(s): (BM401 or BUMKT5901 or BUMKT5902)

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
Level						
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Recognise the significant relationship between service quality, customer satisfaction and purchase intentions.
- K2.** Identify the challenges inherent in marketing and managing services and delivering quality services.
- K3.** Integrate the strategies, tools and approaches for addressing the unique challenges associated with marketing services.
- K4.** Explain the inter-functional coordination necessary to deliver a quality service.

Skills:

- S1.** Identify and discuss the different classifications of service provision.
- S2.** Determine appropriate strategies to implement service provision development, service delivery, service promotion and service pricing.
- S3.** Develop measures of the service quality relationship to customer satisfaction and purchase intention in an organisation.

Application of knowledge and skills:

- A1.** Select appropriate examples to demonstrate the practical use of service marketing theory.

Course Outline (Higher Education)

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- A2.** Identify, plan and evaluate proposed service marketing blueprints and present the results with responsibility and accountability.
- A3.** Apply a knowledge of services quality to an actual business context.

Course Content:

Topics may include:

- The marketing environment of the service organisation.
- The importance of the service organisation (particularly in an international context).
- Classification of the different range of services.
- Importance and the different contexts of the service experience.
- Role of the elements of the marketing mix in services marketing.
- Current service delivery frameworks and or models.
- Customer focus, with reference to consumer behaviour, perceptions and expectations.

Values and Graduate Attributes:

Values:

- V1.** Appreciate the complexity of the service provision.
- V2.** Value the place of total quality in the delivery of customer satisfying services.
- V3.** Want to continuously improve the experience for all participants.
- V4.** Appreciate the link between customer satisfaction and advocacy of the service.

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	Regular individual or group in-class exercises will reinforce the need to broaden and deepen their involvement with course material and to relate this material to current marketing developments.	Medium
Critical, creative and enquiring learners	Presentation to the class of responses to the in-class exercises will help build their confidence in presenting to a mixed audience and they will also gain assurance that their work is of a sufficient quality.	Medium

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Capable, flexible and work ready	Group work reinforces the importance of contributing to and collaborating with a diverse student cohort which prepares them for career and community engagement.	Medium
Responsible, ethical and engaged citizens	In-class exercises and assignments are used to reinforce the need for Marketing to contribute to society by adhering to ethical practices and developing corporate social responsibility programs.	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K3, S1, S2	An assignment to measure customer satisfaction with respect to the delivery of a service.	Written report and practical application.	20-40%
K1, K2, K3, K4, S1, S2, S3, A1, A2, A3	Critically evaluate an issue in the marketing of service.	Group report and/or presentation	20-40%
K2, K3, K4, A1	Demonstrate knowledge of key marketing concepts by applying them in different marketing situations	Exam	40-60%

Adopted Reference Style:

APA