Australian School of Business
School of Marketing

MARK5816
SERVICES MARKETING

COURSE OUTLINE
SUMMER, 2008
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. COURSE STAFF</td>
<td>3</td>
</tr>
<tr>
<td>1.1 Communication with Staff</td>
<td>3</td>
</tr>
<tr>
<td>2. INFORMATION ABOUT THE COURSE</td>
<td>3</td>
</tr>
<tr>
<td>2.1 Teaching times and Locations</td>
<td>3</td>
</tr>
<tr>
<td>2.2 Units of Credit</td>
<td>3</td>
</tr>
<tr>
<td>2.3 Relationship of this course to other course offerings</td>
<td>3</td>
</tr>
<tr>
<td>2.4 Approach to learning and teaching</td>
<td>4</td>
</tr>
<tr>
<td>3. COURSE AIMS AND OUTCOMES</td>
<td>4</td>
</tr>
<tr>
<td>3.1 Course Aims</td>
<td>4</td>
</tr>
<tr>
<td>3.2 Student Learning Outcomes</td>
<td>5</td>
</tr>
<tr>
<td>3.3 Teaching Strategies</td>
<td>5</td>
</tr>
<tr>
<td>4. STUDENT RESPONSIBILITIES AND CONDUCT</td>
<td>5</td>
</tr>
<tr>
<td>5. LEARNING ASSESSMENT</td>
<td>6</td>
</tr>
<tr>
<td>5.1 Formal Requirement</td>
<td>6</td>
</tr>
<tr>
<td>5.2 Assessment Details</td>
<td>6</td>
</tr>
<tr>
<td>5.3 Assignment Submission Procedure</td>
<td>10</td>
</tr>
<tr>
<td>5.4 Late Submission and Special Consideration Procedure</td>
<td>10</td>
</tr>
<tr>
<td>5.5 Assignment Format</td>
<td>11</td>
</tr>
<tr>
<td>6. ACADEMIC HONESTY AND PLAGIARISM</td>
<td>11</td>
</tr>
<tr>
<td>7. STUDENT RESOURCES</td>
<td>12</td>
</tr>
<tr>
<td>7.1 Course Resources</td>
<td>12</td>
</tr>
<tr>
<td>7.2 Other Resources, Support and Information</td>
<td>13</td>
</tr>
<tr>
<td>8. CONTINUAL COURSE IMPROVEMENT</td>
<td>13</td>
</tr>
<tr>
<td>9. COURSE SCHEDULE</td>
<td>14</td>
</tr>
</tbody>
</table>
1. COURSE STAFF

Course co-ordinator: Ting Yu
Office: Quadrangle Building 3012
Consultation times: Thursday 2 - 4pm or by appointment
Telephone: 02-9385 1284
Email: t.yu@unsw.edu.au

1.1 Communication with Staff
The above office hours are only a suggestion of the time when I am likely to be in the office. However, I am generally available to answer questions or inquiries. You can email or call me on the phone; alternatively you can see me in person. If you’re thinking of dropping by my office it’s always a good idea to bounce me an email first. That way there is more of a chance of me being there 😊.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1 18 Dec. 07 (Tuesday)</td>
<td>10:00-17:00</td>
<td>Goldstein G06</td>
<td>One hour lunch break</td>
</tr>
<tr>
<td>Day 2 19 Dec. 07 (Wednesday)</td>
<td>10:00-17:00</td>
<td>Goldstein G06</td>
<td>One hour lunch break</td>
</tr>
<tr>
<td>Day 3 8 Jan. 08 (Tuesday)</td>
<td>10:00-17:00</td>
<td>Goldstein G06</td>
<td>One hour lunch break</td>
</tr>
<tr>
<td>Day 4 9 Jan. 08 (Wednesday)</td>
<td>10:00-17:00</td>
<td>Goldstein G06</td>
<td>One hour lunch break</td>
</tr>
<tr>
<td>Day 5 15 Jan. 08 (Tuesday)</td>
<td>10:00-17:00</td>
<td>Goldstein G06</td>
<td>One hour lunch break</td>
</tr>
<tr>
<td>Day 6 16 Jan. 08 (Wednesday)</td>
<td>10:00-17:00</td>
<td>Goldstein G06</td>
<td>One hour lunch break</td>
</tr>
</tbody>
</table>

2.2 Units of Credit
This course is worth 6 OC.

2.3 Relationship of this course to other course offerings
SERVICES (BOTH B2C & B2B) POSSESS A SET OF UNIQUE CHARACTERISTICS THAT REQUIRE A DISTINCTIVE APPROACH TO MARKETING STRATEGY - BOTH IN ITS DEVELOPMENT AND IMPLEMENTATION. THEREFORE WE BUILD UPON AND EXPAND THE MARKETING MANAGEMENT CONCEPTS AND MODELS COVERED IN OTHER MARKETING COURSES AND ADAPT THEM TO THE SERVICES SECTOR. FURTHERMORE, MANY ‘PRODUCT’ COMPANIES PROVIDE CONSIDERABLE VALUE ADDED BY INCLUDING SERVICE COMPONENTS TO THEIR PRODUCT OFFERINGS. HENCE A STUDY OF SERVICE MARKETS COMPLEMENTS THE WIDER ARRAY OF SUBJECTS TAUGHT IN THE MCOM MARKETING SPECIALISATION, AND THE MCom IN GENERAL.
2.4 Approach to learning and teaching
As well as the lecture and reading material, this course will draw upon the experience of both students and teaching staff to provide practical examples of the models and concepts. This will be achieved by engaging students in classroom discussion, and running small group seminars and case presentations. The diverse cultural mix of students will be used to provide practical examples of how culture impacts on a range of customer service issues. Assignments and case presentations will be used to reinforce concepts in both a cross-cultural and contextual settings.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims
Business schools have traditionally focused on the manufacturing sector of the economy, and fast moving consumer goods in particular. In 2005 however, the dominant force in most world economies today (S-E Asia as well as Australia and other developed nations) are service industries.

As consumers, we purchase services every day – be they retail banking, using a supermarket or restaurant, a holiday, medical services, transport, immigration consultants, travel agents or hairdressing (higher education is also a service!). Professional services (of a B2B or B2C nature) are also prominent – e.g., legal services, financial planning, accountancy, architects, management consultancy, financial services, information technology, market research, and engineering services. Experiential services (tourism, sport, theatre) are also growing. Many product-based organisations (e.g., IBM, Federal Express) also have a strong service component.

A central theme of the course is that services (both commercial B2C & B2B, and not-for-profit) possess a set of unique characteristics that require a distinctive approach to marketing strategy - both in its development and execution. This is not to say that the approach is unique, but rather distinctive. Therefore we build upon and expand the marketing management concepts and models and adapt them to the services sector. We will use marketing to examine how to improve service quality, increase and maintain customer satisfaction levels, generate customer loyalty, and create a healthy service culture within the firm. In services we discuss the 7 Ps of the ‘Services Marketing Mix’ (the traditional 4 Ps plus people, processes, and physical evidence). Since many services have a strong people or employee component (the fifth “p” of the marketing mix), we devote time to examining successful internal marketing and relationship management, in addition to the more traditional customer-focussed external marketing.

Further the more general aim is:

- To inform you about the best current thinking on services marketing and management, through contemporary readings, current case analysis, guest speakers, and lectures.

- To sensitise you to services operations, service quality, and other elements of the services which customers and service providers experience.

- To immerse you in the services issues facing a particular service firm, so that you can apply your knowledge & skills in analysis and problem-solving.

Hopefully you will emerge from this course as a more knowledgeable services manager and/or consultant, a more demanding service consumer, and a more considerate and customer-aware service provider. You may even have a very enjoyable time in the process!
3.2 Student Learning Outcomes

At the completion of this course students should be able to:

1. Demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services.
2. Explain the overlap of marketing with operations management and human resource systems in the successful design and management of service organisations.
3. Describe and discuss a typology of service types and the implications for strategy development.
4. Describe the problems faced by service marketing professionals as well as tools and models managers might employ to increase customer (client) perceptions of satisfaction, service quality and value.
5. Apply the 7 P’s of the services marketing mix to develop a positioning strategy for any service organisation.

3.3 Teaching Strategies

This course will be conducted on a discussion and lecture basis, with the occasional guest speaker from industry. Importantly it will draw upon the experience of both students and lecturer, via classroom discussion, to provide relevance via real world examples of concepts and models. Small group seminars will be used so that students have an opportunity to further engage with their peers and to improve their presentation skills by case presentations. Another important element is the discussion within the framework of assigned readings and up-to-date case studies both in Australia and the Asian region. Finally the major project, a service diary, will allow students to draw on their everyday experiences to see how the various services concepts and theories can be applied.

It is your responsibility to study the reading assignments prior to class in order that you may contribute, participate intelligently and thus gain maximum value from the course.

- The lectures will primarily summarise and synthesise the key points in the chapters and readings and to explain and/or elaborate upon the more difficult principles. Furthermore the lectures will be used to provide real world examples and managerial implications of theories, concepts and models.
- The seminars/tutorials will be primarily used for case study presentations of service organisations, practical projects and discussion of assigned readings to reinforce concepts.

4. Student Responsibilities and Conduct

4.1 Workload

For information on your responsibilities regarding workload, general conduct and behaviour, and keeping informed, please refer to the School of Marketing’s website.


4.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment.
4.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: [http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_Policies](http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_Policies)

5. LEARNING ASSESSMENT

5.1 Formal Requirements
In order to pass this course, you must:
- perform satisfactorily in all assessment tasks
- achieve a composite mark of at least 50; and
- gain at least 50% of the allocated marks in the final exam and class participation.

5.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Component Weighting</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment: Service Encounter Diary</td>
<td>20%</td>
<td>16:00, Friday, 18 January 2008</td>
</tr>
<tr>
<td>Group Case Study Presentation</td>
<td>20%</td>
<td>Throughout session</td>
</tr>
<tr>
<td>Class Participation*</td>
<td>5%</td>
<td>Throughout session</td>
</tr>
<tr>
<td>Final Exam*</td>
<td>55%</td>
<td>13:00 - 16:15, Wednesday, 23 January 2008 at Goldstein G06 (TBC)</td>
</tr>
</tbody>
</table>

100%

*You have to pass this component to pass the subject!

These assessments are designed to, collectively, test your:
- understanding of services marketing theories,
- ability to apply service marketing theories to identify and solve real managerial issues and problems, and
- presentation skills.
(1) Assignment - Service Encounter Diary (20%)

The Service Encounter Diary is designed to help you understand customer expectations, and why as consumers we are sometimes satisfied or dissatisfied with the service experience. By recording and analysing your own experiences, particularly in reference to the theories, tools and techniques of services marketing, you should begin to discover what is truly needed to satisfy a customer.

For this assignment you are required to document your experiences with an extended service encounter - i.e., describe what happened, and how you felt. This extended service encounter might, for example, be an 8 hour flight from say Jakarta or Bangkok to Sydney; an extended stay in hospital, a series of visits to a bank to get a housing loan, an overnight (or longer) stay in a hotel, or it might be a series of transactions with a business service provider (architect, accountant, consultant). The encounters could be in Australia or overseas. It is important to note that in each of these examples, there are numerous opportunities for customer interaction with the firm’s employees’, and or systems, and each interaction has the potential to positively or negatively influence outcomes.

More specific details relating to presentation format et cetera can be found in appendix 1.

Note: It is your responsibility to keep a written copy of your assignment.

(2) Group Case Study Presentation (20%)

Form a group of 3 to 5 members and choose an industry and the day in which you will present it. The Presentation Schedule can be found later in this Course Outline.

You are to make an in-class presentation based on an “industry” case study. You are not required to provide any written work for this part of the assessment, however you will be expected to supply me with a copy of any handouts/overheads that you use during the presentation at least 10 minutes before the presentation starts. All group members must actively participate during the presentation.

No. of students per group: 3 – 5

Main Tasks:

1. Critically discuss the unique characteristics of the industry chosen

2. Choose two organisations within the industry and compare and evaluate their current services marketing strategy, based on the theories and concepts studied in MARK5816. You also need to justify why those two organisations were chosen.

3. Based on your analysis, provide a set of recommendation for one of the two organisations. The recommendation will need to be supported and justified by services marketing theories and/or empirical evidence/data.

Presentation Time: 25 - 30 minutes, plus 15 minutes for questions.

Marking criteria: A copy of the evaluation criteria is contained on page 9.
Some basic tips for making a good PowerPoint presentation:

- Engage your audience with eye contact and the spoken word. PowerPoint only supports your words.
- Don’t over-complicate your slides with too much information.
- Keep it relatively simple.
- Minimise number of slides.
- Don’t simply read the PowerPoint.

Choose your group members wisely. It is important to note that management of group dynamics is your responsibility. Keep in mind that assignment of clear responsibilities as well as development of consistent group norms, such as regular meetings, communication, and division of labour, is essential for cohesive group performance.

Nevertheless, we will have peer evaluation of individual contribution to group work at the end of the semester if there is any dispute about the individual contribution. Hence, if there is any dispute, how your group peers assess your performance within the group will influence the marks that you receive at the end.
Evaluation criteria for presentation

Time and Date: __________________________________________________

Industry: _________________________________________________________

Team members: ____________________________________________________

1. Discussion of the industry chosen (The unique characteristics of this industry has been appropriately discussed? Key common issues facing in this industry identified and discussed? Adequate background information provided?)

   /10

2. Identification of case issues (i.e. Case/organization issues accurately and completely identified? Relative importance of issues described? Good rationale of choosing these two organizations within the industry? Services marketing concepts integrated with the analysis?)

   /10

3. Case issues effectively addressed using services marketing concepts/frameworks (i.e. Services marketing concepts well applied to address the issues identified? Demonstrated a sound knowledge of the topic? Options for resolving the issues clearly identified? Good rationale provided for choosing an option(s)? Appropriate external material/supporting evidence presented?)

   /10

4. Presentation and Audience involvement (i.e. Well-organised and presented? Appropriate and effective use of exhibits and visual aids? Convincing and interesting? Appropriate time management? Effectively and creatively encouraged audience involvement? Presentation tailored to target audience?)

   /10

Overall mark: ________ /10

Overall comments:

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________
(3) Class participation (5%)

My expectations are that this class is a standing business appointment and your presence is required.

In basic marketing, you learned about the 4 'Ps' of Marketing Management, these being Product, Price, Promotion and Place. There are four equally important 4 'Ps' of student involvement in case and assigned reading discussion. These are:

- Preparation. If the student does not read and analyse the case, and then formulate an action plan, the case discussion will mean little.

- Presence. If the student is not present, she or he cannot learn and, more importantly, cannot add her or his unique thoughts and insight to the group discussion.

- Promptness. Students who enter the classroom late disrupt the discussion and depreciate the decorum of the process.

- Participation. Each student's learning is best facilitated by regular participation. More important, the student has the responsibility to share his or her understanding and judgement with the class to advance the group's collective skills and knowledge.

(4) Final Exam (55%)

I will advise you on the structure of the final exam later in the session. The proposed time, date and venue will be confirmed later in the session.

5.3 Assignment Submission Procedure
Assignments are to be submitted on or before the due date by lodging in the marked essay box located on the 3rd floor, Quadrangle Building Eastern Wing.

5.4 Late Submission and Special Consideration procedure
Late submission will incur a penalty of 10% of the percentage weight of the assessment component per day after the due date and will not be accepted after 5 working days.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Information about late submission of assignments, including penalties, is also available on the School of Marketing’s website

Details relating to procedures for special consideration and supplementary exams can be found at:
http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_SpecialConsideration
NOTE: You only have 3 days from the due date of the assessment/exam in which to lodge a special consideration form.

5.5 Assignment Format
Refer to Appendix 1.

6. ACADEMIC HONESTY AND PLAGIARISM
The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: www.my.unsw.edu.au/student/atoz/Plagiarism

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;

- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;

- piecing together sections of the work of others into a new whole;

- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,

- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:

www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.
7. STUDENT RESOURCES

7.1 Course Resources

Prescribed text


Recommended Readings


Journals

- Harvard Business Review
- European Journal of Marketing
- International Journal of Service Industry Management
- Journal of the Academy of Marketing Science
- Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior
- Journal of Management Consulting
- Journal of Marketing
- Journal of Professional Services Marketing
- Journal of Retailing
- Journal of Service Marketing
- Journal of Services Research
7.2 Other Resources, Support and Information

The University and the Faculty provide a wide range of support services for students, including:
- Learning and study support; Counselling support; Library training and support services; Disability support services.

In addition, it is important that all students are familiar with University and Faculty policies and procedures in relation to such issues as:
- Examination procedures and advice concerning illness or misadventure; Supplementary Examinations; Occupational Health and Safety policies and expectations;

For information and links relating to the above services, please see [http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=S_Current].

8. CONTINUAL COURSE IMPROVEMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW’s Course and Teaching Evaluation and Improvement (CATEI) Process (http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.
9. **COURSE SCHEDULE**

**(A) Lecture Schedule**

<table>
<thead>
<tr>
<th>Day and Topic</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>1 Overview</td>
<td>Text Ch. 1</td>
</tr>
<tr>
<td>Day 1</td>
<td>2 Consumer Behaviour and Service Encounters</td>
<td>Text Ch. 2</td>
</tr>
<tr>
<td>Day 2</td>
<td>3 Target Marketing &amp; Positioning Strategy</td>
<td>Text Ch. 5</td>
</tr>
<tr>
<td>Day 2</td>
<td>4 People - Managing People for Service Advantage</td>
<td>Text Ch. 4</td>
</tr>
<tr>
<td>Day 3</td>
<td>5 Customer Satisfaction &amp; Service Quality</td>
<td>Text Ch. 3</td>
</tr>
<tr>
<td>Day 3</td>
<td>6 Product – Developing a Service Product Strategy</td>
<td>Text Ch. 6 &amp; 11</td>
</tr>
<tr>
<td>Day 4</td>
<td>7 Process – Service Delivery</td>
<td>Text Ch. 7</td>
</tr>
<tr>
<td>Day 4</td>
<td>8 Place and Physical Evidence</td>
<td>Text Ch. 7</td>
</tr>
<tr>
<td>Day 5</td>
<td>9 Promotion – Communicating and Promoting Services</td>
<td>Text Ch. 10</td>
</tr>
<tr>
<td>Day 5</td>
<td>10 Price – Pricing Strategy and Managing Demand</td>
<td>Text Ch. 8 &amp; 9</td>
</tr>
<tr>
<td>Day 6</td>
<td>11 Customer Complaints, Service Recovery, Customer Loyalty</td>
<td>Text Ch. 12 and 13</td>
</tr>
<tr>
<td>Day 6</td>
<td>12 Revision</td>
<td></td>
</tr>
</tbody>
</table>
(B) Presentation Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>AM/PM</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Tuesday, 8 January 2008</td>
<td>AM</td>
<td>Banking</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PM</td>
<td>Consulting</td>
</tr>
<tr>
<td>4</td>
<td>Wednesday, 9 January 2008</td>
<td>AM</td>
<td>Telecommunications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PM</td>
<td>Tourism and Hospitality</td>
</tr>
<tr>
<td>5</td>
<td>Tuesday, 15 January 2008</td>
<td>AM</td>
<td>Airline</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PM</td>
<td>Internet Retailing</td>
</tr>
</tbody>
</table>
Appendix 1: Service Encounter Diary Format and Instruction

Task:

The Service Encounter Diary is designed to help you understand customer expectations, and why as consumers we are sometimes satisfied or dissatisfied with the service experience. By recording and analysing your own experiences, particularly in reference to the theories, tools and techniques of services marketing, you should begin to discover what is truly needed to satisfy a customer.

For this assignment you are required to document your experiences with an extended service encounter - i.e., describe what happened, and how you felt. This extended service encounter might, for example, be an 8 hour flight from say Jakarta or Bangkok to Sydney; an extended stay in hospital, a series of visits to a bank to get a housing loan, an overnight (or longer) stay in a hotel, or it might be a series of transactions with a business service provider (architect, accounttant, consultant). The encounters could be in Australia or overseas. It is important to note that in each of these examples, there are numerous opportunities for customer interaction with the firm’s employees’, and or systems, and each interaction has the potential to positively or negatively influence outcomes.

Assignment Type: Individual assignment

Page Limit: 10-13 (excluding title page and technical appendix, but including executive summary and references).

Due Date: 4pm, Friday, 18 January 2008. Assignments are to be submitted on or before the due date by lodging in the marked essay box located on the 3rd floor, Quadrangle Building Eastern Wing. Electronic submission will not be accepted.

Assignment Value: 20%

Additional requirements for presentation style:

- **Font**: Headings - Font 14 or 16; main text - Font 12. Times New Roman is preferable.
- **Margin**: 2.5 cm
- **Space**: Double spaced throughout the paper except executive summary
- **No plastic folder**: Just staple or bind the papers/report
- **Presentation style for Executive Summary**: Font 12, 1.5 spaced, no more than one page. A separate page for executive summary.
- **All the reports must be typed.**

You must reference all the sources used (to form your ideas, arguments and analysis) throughout the report and make a reference list at the end of the report.
Assignment Format

1. **Cover Sheet** (Please make sure you use the standard cover sheet supplied by the School of Marketing, UNSW, and signed and dated)

2. **Table of contents**

3. **List of tables and figures (if applicable)**

4. **Executive summary**

You should only briefly summarise the service experienced, services marketing theories discussed, key analysis and recommendation(s) proposed. This should be no more than 1 page.

5. **Brief description of the services experienced**

To document what happened at each stage of the service encounter and describe your feelings. You are also required to give a satisfaction rating, a service quality rating, a value for money rating and whether you would recommend this service provider to a close friend or family member (all using 5 point scales). This should not exceed 2 pages.

6. **Discussion of the relevant services marketing theories**

You need to critically discuss the relevant services marketing theories that will help you to analyse and evaluate the services experienced. In addition to MARK5816 text, you should at least read one recent journal article (published no later than 1990) that is related to the services marketing theories you are going to apply to analyse your service experience. Please attach the article to your assignment as an appendix.

7. **Analyse and evaluate the services experienced**

To analyse your overall (dis)satisfaction, quality and value judgements about the service provided by using services marketing theories and concepts discussed. This analysis phase must not exceed 5 pages.
8. **Recommendation(s) + Implementation**

Based on this analysis make a series of recommendations for improvement - or if your experience was a very satisfying one, then indicate what lessons could be passed on to other service organisations. By applying services marketing theories, you should briefly make a recommendation on how the service provider may improve their services. However, do not recommend theory or ideas in this section. Practical and specific recommendation is required. Recommendations should be evaluated *in terms of its advantages and disadvantages* (strong and weak points) and justify your recommendation. Use valid supporting evidence to argue why such recommendation is practical and useful.

In this section you should specifically explain how you would implement the recommended solutions. *What* should be done, by *whom*, *when*, in *what sequence*, what will it *cost* (rough estimates) and other such issues.

*Remember*, if a recommended solution cannot be realistically implemented, then it is not solution at all.

8. **References**

In addition to MARK5816 text, you should at least read and use one recent marketing academic journal article in the diary. See appendix 2 for a list of marketing academic journals. This article needs to be selected from one of the journals listed in Appendix 2. You may choose an article outside of the list, however, you will need to obtain a written permission in advance if you were to do so.

You are free and encouraged to read and use more than one academic marketing journal article to form your discussion and analysis. You do not need to obtain permission for your second academic marketing journal articles if it is from outside of the list.

9. **Appendix**

You do not need to attach more than on marketing academic journal articles used in the diary.
Marking Criteria: Service Encounter Diary

Contents/Analysis (80%)

- Services experienced are well and clearly described. (10%)
- Conceptual understanding of services marketing theories (20%)
- Critical and logical analysis/evaluation of the services experienced based on the theory and wide readings/research (30%)
- Form recommendations and implementation plan consistent with analysis and supported by convincing and clear arguments. Also carefully evaluate the recommendations based on logical analysis and some relevant evidence. (20%)

Others (20%)

- Meet the assignment submission guidelines (i.e. No. of references, presentation format, structure, following the instruction, word length requirement, reader friendly…etc), writing (i.e. write clearly & accurately, expression, spelling, diction, grammar, punctuation…etc) and consistent referencing style.
Appendix 2: List of Selected Marketing Academic Journals

- Advances in consumer research
- European journal of marketing
- International journal of consumer studies
- International journal of research marketing
- **International journal of service industry management**
- Journal of advertising
- Journal of advertising research
- Journal of applied psychology
- Journal of business research
- Journal of consumer psychology
- Journal of consumer research
- **Journal of marketing**
- Journal of marketing research
- **Journal of personality and social psychology**
- Journal of retailing
- **Journal of service research**
- Journal of services marketing
- **Journal of the academy of marketing science**
- Management science
- Marketing science
- Psychology and marketing
- **The international journal of bank marketing**