

MKTG30003 Service and Relationship Marketing

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One two hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
Prerequisites:	<u>MKTG10001 Principles of Marketing (../view/current/MKTG10001)</u>
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Assoc Prof Liliana Bove
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Subject Overview:	The marketing of service presents unique challenges and opportunities to enhance value creation by customers. This is because of the intangible, heterogeneous nature of the offering and the critical role of service personnel in service delivery. Strategies to address these challenges and opportunities are presented. Topics include: buyer behaviour of services; managing effective servicescapes; the importance and measurement of service quality, customer satisfaction, perceived value and loyalty; relationship marketing philosophy and practice; managing supply and demand of perishable service; the role of service personnel and customers in value creation; minimising the role stress of service personnel; service failures, customer complaint behaviour and effective service recovery.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> • Describe the unique challenges involved in the marketing management of service firms; • Identify and analyse the various components of the 'service marketing mix' (people, process and physical evidence), as well as key issues required in measuring and managing service quality, customer satisfaction, loyalty and value perceptions; • Analyse the role of employees and, increasingly, customers in service delivery, customer satisfaction, service recovery and value creation; • Explain other key issues in service businesses such as managing supply and demand, the overlap in marketing/operations/human resource systems and the philosophy and implementation of relationship management.
Assessment:	A 2-hour end of semester examination (50%), a 50 minute mid-semester test (10%), and a team based assignment totalling not more than 4000 words (40%) due in week 12.
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> # <u>Bachelor of Arts (https://handbook.unimelb.edu.au/view/2011/B-ARTS)</u> # <u>Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2011/B-BMED)</u>

	<p># Bachelor of Environments (https://handbook.unimelb.edu.au/view/2011/B-ENVS)</p> <p># Bachelor of Music (https://handbook.unimelb.edu.au/view/2011/B-MUS)</p> <p># Bachelor of Science (https://handbook.unimelb.edu.au/view/2011/B-SCI)</p> <p># Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2011/B-ENG)</p> <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p># High level of development: written communication; collaborative learning; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources; receptiveness to alternative ideas.</p> <p># Moderate level of development: oral communication; use of computer software.</p> <p># Some level of development: statistical reasoning.</p>
Related Breadth Track(s):	Product Management