Course Outline 2018
MKTG 305: SERVICES MARKETING AND MANAGEMENT
(15 POINTS)

Semester 1 (1183)

Course Prescription
The marketing and management issues faced by organizations competing in the service sector or other firms developing service as a source of competitive advantage. The course also looks at the implications of relationships, customer satisfaction, service recovery and other critical elements in services marketing.

Programme and Course Advice
Prerequisite: MKTG 201 and 202
Restriction: MKTG 391

Goals of the Course
To provide students with a theoretical and practical understanding of current service marketing issues. At the end of this course, you should have a clear understanding of marketing and management issues faced by organisations developing services through a design thinking approach. Students should also have had hands-on experience of the challenging, complex and iterative process of service design.

Learning Outcomes
By the end of the course it is expected that students will be able to:
1. reflect upon design thinking and its implications for marketing and service design;
2. explain how design thinking links to and complements more traditional service marketing activities and tools;
3. identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes;
4. demonstrate experience of developing service designs;
5. demonstrate appropriate oral and written communication skills; and
6. understand principles and behaviours underlying effective performance in teams.

Content Outline
Week 1&2  Intro - Marketing and Design Thinking
Week 3&4  Comprehend & Discover the Service Experience: Define the challenge and form insights
Week 5  Insights presentations
Week 6&7  Create & Ideate the Service Innovation: Frame opportunities and brainstorm ideas
Week 8  Idea(s) presentations
Week 9&10  Experiment & Deliver: Prototype and evaluate the Service Concept
Learning and Teaching
The course is held at The University of Auckland’s city campus. The course consists of a weekly four-hour workshop involving in-class activities, debate and team discussion. Students are expected to attend all workshops, contribute to discussions and actively participate. Please note that workshops will not be recorded.

More specifically, the course uses experience-based learning methods – i.e. students will learn about service design and design thinking when actually doing it. Service design is not a straightforward process with boxes that can be ticked off. What students will experience is a creative challenge – students will face an unknown path to get to the unknown (initially) solution. More specifically, students will be presented a design challenge, and will need to identify a problem/issue and eventually come up with ideas and concepts on how to solve ‘their’ problem.

Before each week, all students should have completed the readings (articles and book chapters – see Course book and Canvas) and submitted their Reflection & Summaries and/or completed their individual or team work activities (see assessments below). The students are expected to come to the sessions/workshops with questions, opinions and critical evaluation of the text and articles.

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Learning Resources
Course book: It contains readings and other resources. It is expected that you read this. Please note that the material in the course book will also be available electronically on Canvas.

Course Material: In addition to the Course book, important course material will be available on Canvas.
Assessment

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Type</th>
<th>Approximate weighting</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summative Reflection &amp; Summary</td>
<td>Individual</td>
<td>60%</td>
<td>All</td>
</tr>
<tr>
<td>Service design challenge</td>
<td>Group</td>
<td>40%</td>
<td>3-6</td>
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</tbody>
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Note: Peer evaluations will be conducted during the course. These will be used to moderate/adjust each individual’s share of the group marks.

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with any member of the teaching team.

If university or non-university matters are getting on top of you, please contact the University Counselling Services. Every problem has a solution and sharing your concerns will help you work through them.

You can contact them on 923 7681 to make an appointment or see more information at: [https://www.auckland.ac.nz/en/for/current-students/cs-student-support-and-services/cs-personal-support/cs-counselling-services.html](https://www.auckland.ac.nz/en/for/current-students/cs-student-support-and-services/cs-personal-support/cs-counselling-services.html)

Student Feedback

In order to continuously be able to improve the course and make it even better than its current state, we consider student feedback to be very important. Consequently, students will be asked to complete a course evaluation at the end of the course; in addition, we will ask for feedback throughout the semester. Please note that the student feedback from previous years has helped the development of this course. For example, in order to engage students in a positive team experience we have brought the team work into the class room and developed a substantial amount of support material.

In the event of an unexpected disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinator will make every effort to provide you with up to date information via Canvas and the University website.