



Consumer Services and Retailing 311

Unit Outline - Semester 2, 2004

Contact Details

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Introduction

Service organisations in Australia comprise the majority of businesses and are increasing in number. This unit aims to provide the student with the skills and competence to understand the special needs associated with the marketing of services.

Retailing is a service that provides the link between manufactured goods, and the end consumer. The retail industry is extremely competitive and has an important role to play in the Australian economy. This unit will investigate the many forms that retail outlets can take, and the unique challenges retailing poses for marketers.

As this course has a strong practical emphasis, real case studies and retail firms are featured in the tutorials and assignments.

Unit Objectives

- Understanding the differences between the marketing of services and the marketing of manufactured products.
- Appreciating the importance of the roles of service personnel and customers to services marketing.
- Discovering the sources of competitive advantage in service businesses.
- Becoming better, more aware service consumers.
- Identifying and analysing the role of retailing in the economy.

Students should note that this unit entails several projects, which **involve a substantial amount of reading and preparation**. While the lectures provide the background theory, the learning experience is in your hands. Contribution and effort are critical to learning in this course.

WebCT

For your benefit a WebCT site supports this unit. It can be found at: <http://webct.uwa.edu.au> You will need your student ID card to access the site.

There will be a considerable amount of unit information on the WebCT site, and it is in your best interests to frequently visit the site to access unit updates, changes and tutorial assignments. You will also make your discussion board contributions via the WebCT site.

Assessment

| Course Assessment | |
|--|------|
| Case Leader and Tutorial Participation | 10% |
| Services Journal Activities | 10% |
| Group Project | 30% |
| Mid-semester Exam | 15% |
| Final exam | 35% |
| Total | 100% |

Please note that final grades of the whole class may be subject to adjustment or scaling.

Case Leader and Tutorial Participation (10%)

Students in this unit will participate in both face-to-face tutorials and discussion board tutorials in alternating weeks throughout the semester.

Face-to-Face Tutorials

These are standard tutorials where you will be given questions beforehand, and you are expected to prepare your answers and contribute to the tutorial. Face-to-face tutorials will run in weeks 2, 4, 6, 8, 10 and 12. See the tutorial schedule for your assignments.

Discussion Board Tutorials

In alternating weeks from the second tutorial onwards (i.e. weeks 3, 5, 7, 9, 11 and 13) students will *virtually* meet in an online environment instead of attending a face-to-face tutorial. During the first face-to-face tutorial each student will be assigned to lead one discussion board case for the semester. Case leaders are required to play a very active role in the discussion board tutorial involving their allocated case. Students selected as leaders for their particular week should prepare the answers to the tutorial questions in advance, and post on the discussion board by 5pm of the Monday of that week. Be sure to only use the discussion boards for your tutorial group (i.e., your tutorial time). You will have the entire week to comment on, add to and generally discuss other student's responses (from your tutorial only) on the discussion board. **Note that it is quality and not quantity that counts.** Every other student in the tutorial group (i.e. not a case leader) is expected to act as a devil's advocate and challenge the answers given by the case leaders.

Tutorial attendance (both face-to-face and participation in the discussion board) is formally required. More than three absences from tutorials (without adequate explanations) may result in a fail grade for the entire unit.

Tutorial Schedule

| Date | Tutorial Type |
|-------------------------|------------------------------------|
| Week 1, July 19-23 | No tutorial scheduled |
| Week 2, July 26-30 | Face to Face |
| Week 3, August 2-6 | <i>Discussion Board (Practice)</i> |
| Week 4, August 9-13 | Face to Face |
| Week 5, August 16-20 | <i>Discussion Board</i> |
| Week 6, August 23-27 | Face to Face |
| Week 7, August 30–Sep 3 | <i>Discussion Board</i> |
| Week 8, Sept 6-10 | Face to Face |
| Week 9, Sept 13-17 | <i>Discussion Board</i> |
| | Study Break |
| Week 10, October 4-8 | Face to Face |
| Week 11, October 11-15 | <i>Discussion Board</i> |
| Week 12, October 18-22 | Face to Face |
| Week 13, October 25-29 | <i>Discussion Board</i> |

Services Journal Activities (10%)

The purpose of this individual assignment is to understand and evaluate service encounters from your own perspective as a customer.

The services journal activities will comprise of **three** parts:

Part 1 – For the first 7 weeks of the class, you are to keep a journal of your service encounter experiences. The purpose of the journal is to identify sources of customer satisfaction and dissatisfaction with the services that you encounter in the course of your lives. A blank journal entry template is provided for you. You will be required to submit your journal during the tutorial in week 8. You should submit between 5 and 10 separate journal entries for the entire 7 week period. The journal can be (neatly) handwritten.

Part 2 – From the journal entries, choose one encounter where you were dissatisfied with the service and write a formal complaint letter. You do not need to be extremely upset, it may be that the company did not supply service that lived up to your expectations. In the letter, constructively complain about what happened, and if appropriate, make suggestions for the company to recover the situation (both so that it doesn't happen again, and so you will be satisfied with the outcome). Don't make the situation out to be worse than it really is, and don't reveal that you are doing this as a student project as this will potentially bias their response. Also, you should carefully consider which contact point(s) you give the company, so they can respond. You will be required to submit your letter (or email) of complaint to me during the tutorial in week 8, and then to the company in week 9.

Part 3 – You will be given an evaluation form which asks questions about your experience with the complaint process, and asks you to analyse the response you received from the organisation. – if you received one at all. This evaluation, along with the response from the company is due in week 12.

Group Assignment (30%)

Students should organise themselves into groups of 6 during the first two weeks of the semester. You should try to select partners from the same tutorial group but this is not absolutely necessary. The group assignment is in two parts:

Group Project (25%)

The exact nature of the project will be detailed to you in week 3 of the semester. The group project must be submitted to the IMM/OLS administrative office on the first floor of Social Sciences South before 4pm Friday, October 29, 2004.

Visual Illustration of Course Concepts (5%)

The objective of this small exercise is to provide you with the opportunity to demonstrate your understanding of course concepts by identifying how they are illustrated in the media to which you are exposed. Your assignment is to seek out visual materials that could be used to supplement services marketing issues related to our class discussions.

Your group will need to submit:

- one comic strip (cartoon) that relates to a specific point or concept related to this class. Comic strips can be from newspapers, magazines, other printed sources or downloaded from the Internet. Advertisements are **not** to be included unless you obtain instructor approval prior to submitting the assignment.

and;

- one clip from a movie or television show that visually depicts a services marketing concept. The clip can only be submitted on VHS video cassette, CD or DVD (rentals are okay as you will only need them overnight). An example will be provided in the second lecture.

Each group of students will be assigned chapters from the text from which to choose a concept. In addition to finding the visual illustration, this assignment has three requirements.

1. Students are required to present their illustrations to the class at the start of a lecture (to be advised) towards the end of the semester.
2. Students will prepare a short 3 minute discussion as to how their illustration relates to the concepts or topics examined in this course.
3. On a separate sheet of paper students are to provide the following information:
 - The names of all the members in your group
 - The specific services concept/issue being illustrated and the chapter(s) your team was assigned
 - References for both the illustrations (i.e. where they were found, from which movie they came, the exact location within the movie etc).

Mid-semester Exam (15%)

The mid-semester exam will be conducted during the regular lecture time on Tuesday, September 7, 2004.

Final Exam (35%)

The final exam will be two hours in length and cover the content of the entire unit. The format of the final exam will be discussed during the lecture in week 12 or 13. Students will sit the final exam during the examination period set aside by the University.

Required Text

Lovelock, Patterson and Walker (2004), *Services Marketing: An Asia-Pacific and Australian Perspective*, 3rd Edition. Sydney, Prentice Hall

Recommended Reading

- McColl-Kennedy, Janet R. (2003), *Services Marketing: A Managerial Approach*. Milton QLD, John Wiley and Sons Australia.
- ISBN: 0 470 80068 2
- Berman and Evans (2001), *Retail Management: A Strategic Approach*. Upper Saddle River NJ, Prentice Hall
- Zeithaml and Bitner (2003), *Services Marketing: Integrating Customer Focus Across the Firm*, 3rd Edition, New York, McGraw Hill.
- Levy and Weitz (2004), *Retailing Management*, 5th Edition, New York, McGraw Hill.
- Dunne, Lusch and Griffith (2002), *Retailing*, 4th Edition, Mason Ohio, South-Western.

Scaling of Marks

Under Faculty of Economics and Commerce guidelines, marks in this unit may be subject to scaling. Where this occurs, marks will be scaled to a distribution having parameters descriptive of the aggregate qualities of the student cohort taking the unit this year. These distribution parameters are assessed on the basis of the cohort's past performance in selected core units. Students should, however, note that the individual's rank in this unit is in no way tied to their performance in past units.

The indicated parameters for the unit this year will be available from the end of semester week 4.

Academic Dishonesty

All forms of cheating, plagiarism and copying are condemned by this University as unacceptable behaviour. This Faculty's policy is to ensure that no student profits from such behaviour. Generally a failure will be recorded for the subject in which the cheating has occurred. Serious cases shall be referred to the University's Board of Discipline. All students should note that cases of copying are automatically reported to the Sub-dean and documentary evidence along with associated correspondence is placed on the student's permanent record.

Lecture Schedule (subject to change)

| | Topic | Reading(s) | Notes |
|-------------------------------|---|--|--|
| Week 1 July 20 | Unit Overview Understanding Services Marketing | Love Ch 1 | Begin services journal |
| Week 2 July 27 | Customer Involvement in the Service Process <i>Introduction to Retailing</i> | Love Ch 2 CMO: Intro to World of Retailing | Tutorials begin. Form into groups for the major project. |
| Week 3 August 3 | Customer Behaviour Guest Speaker: Jackie Doven from Centro Properties | Love Ch 3 | |
| Week 4 August 10 | Satisfaction and Service Quality <i>Retail Strategy</i> | Love Ch 4 CMO: Retail Strategic Planning | |
| Week 5 August 17 | Managing Relationships Handling Complaints and Service Recovery | Love Ch 5 & 6 | |
| Week 6 August 24 | Target Market Definition Developing a Service Product Strategy | Love Ch 7 & 8 | Mid-semester exam discussed in lecture |
| Week 7 August 31 | Service Delivery Pricing Strategies | Love Ch 9 & 10 | Last week of services journal. |
| Week 8 Sept 7 | Mid-semester exam | | Submit services journal and letter of complaint in tutorial. |
| Week 9 Sept 14 | <i>Retail Competition</i> <i>Retail Merchandising</i> | CMO: Evaluating the Competition CMO: Store Layout, Design | Send letter/email of complaint to company. |
| Study Break | | | |
| Week 10 October 5 | Promoting Services <i>Retail Pricing</i> | Love Ch 12 CMO: Prices in Retailing | Visual Illustrations #1 |
| Week 11 October 12 | Managing Demand <i>Retail Promotion Strategies</i> | Love Ch 11 CMO: Promotional Strategy | Visual Illustrations #2 Discuss the format of the final exam. |
| Week 12 October 19 | Managing the Customer-Service Function International Services Marketing | Love Ch 13 & 14 | Visual Illustrations #3 Submit Services Activities in tutorial. |
| Week 13 October 26 | Special Topics in Services Marketing Unit Review | | Visual Illustrations #4 Major project due by 4pm Friday Oct 29. |

