

APPROVED

BU7100: Services Marketing

Course Details

Course Code:	BU7100
Course Title:	Services Marketing APPROVED
Short Title:	
Course Level::	Level 7
Valid From::	2022/2023 Sem 2
Credits::	15
Owner:	Business
Assessment Method:	Achievement
Course Aim	The aim of this course is to introduce students to the importance of the service industry and the tools to effectively evaluate and improve service delivery in organizations.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Identify, illustrate and explain the service delivery process.
2	Analyse, evaluate and recommend service delivery improvements.
3	Work effectively in a team to evaluate and improve a service delivery system.
4	Demonstrate appropriate use of workplace skills and technology.
Requisites	
<ul style="list-style-type: none"> • Anti Requisite: BSB6100 • Pre Requisite: BU6001 or BSB5001 or BSB5000 	

No Examinations
Other Controlled Assessments
Assessment Type Project Demonstration
Assessment Type Reflection
Uncontrolled Assessments
Assessment Type Assignment

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group