

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



MRKT20054 *Service Industry Marketing In the Digital World*

Term 1 - 2026

Profile information current as at 23/01/2025 07:30 am

All details in this unit profile for MRKT20054 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

Most countries now have economies in which service products represent over 50% of GDP, and are experiencing digital revolutions in the marketing of service products. In this unit, you will focus on the challenges of marketing service products and the corresponding managerial implications in the modern digital world. You will gain a solid understanding of service marketing theories to guide your practical applications in this exciting area of marketing. The focus of this unit is on the 7Ps of service marketing as applied to businesses in the digital era. The unit also specifically covers the integration of marketing, management, and customer relations in competitive digital environments and markets.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Pre-requisite: MRKT20052 Marketing Management and Digital Communications.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2026

- Brisbane
- Melbourne
- Online
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 12 January 2026

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback

Feedback

I appreciate teachers' dedication and passion. They put in a tremendous amount of effort to send weekly content emails and always respond quickly to questions, even outside of working hours.

Recommendation

Continue to value and support the dedication and passion of teachers. Maintain the current level of engagement and enthusiasm in lectures.

Feedback from Unit evaluation

Feedback

The feedback provided on assignments was helpful but sometimes lacked specific details on how to improve.

Recommendation

Enhance the feedback on assignments by providing specific, actionable suggestions for improvement. Include targeted comments that highlight both strengths and areas needing development, ensuring students clearly understand how to apply the feedback to improve future work.

Feedback from Self reflection

Feedback

It would be helpful to have more examples or practical applications to relate the theory to real-world scenarios.

Recommendation

Incorporate more real-life examples and case studies into lectures and workshops to help students better understand and apply theoretical concepts.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 12 January 2026

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 12 January 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 16 February 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.