FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 2

SERVICES MARKETING

SMK611S
SMK611S MEMO

Course Name: Services Marketing
Course Code: SMK611S
Department: Department of Marketing and Logistics
Course Duration: One Semester
NQF Level and Credit: Level 6; 12 Credits

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ASSIGNMENT 2 MEMO

The Namibia Institute of Public Administration and Management (NIPAM) is a State Owned Enterprise established to provide administrative and management training and to serve as a think tank for the public sector.

As a management development institute, NIPAM tasked with developing the capacity of public servants and equipping them with the competencies that are essential for excellent performance. NIPAM complements existing skills by offering in-service professional development and focusing on specific and generic management and leadership requirements for Public Service in Central, Regional and Local Governments, and in State-Owned Enterprises.
The Institute therefore aims to develop a critical mass of public servants who share common values, and whose ethos and perspective make for excellence in Namibia's public service. New entrants to the public service are provided with institutional orientation, followed by a Foundation Programme to build basic competencies. For middle-, senior- and executive-level managers, NIPAM offers professional management development programmes.

In line with global standards, the NIPAM competency-based curriculum focuses on the development of cognitive thinking skills and behavioural skills. While cognitive thinking skills include capabilities such as critical analysis, idea generation and decision making, behavioural skills relate to attitudes and values. The increasingly comprehensive bouquet of programmes and courses offered at NIPAM will ensure that these challenges are met.

(Students are expected to do more research by visiting the NIPAM website for more information)

Using the NIPAM as your case study for this question, write a marketing mix strategy for a service. You only need to focus on the following areas:

1. Situational Analysis  
   5 marks
   The situational analysis should be done using tools like SWOT, PESTLEED, Competitor analysis etc. The outline situational analysis should be brief considering the marks allocated.

2. At least five (5) objectives  
   5 marks
   The objectives could be crafted from among the following;
   ✓ To offer foundation, leadership and management training for the public service
   ✓ To carry out consultancy in the public service
   ✓ To do research in the public service
   ✓ To develop cognitive thinking and behavior skills in the public service
   ✓ To offer conferencing facilities for the public and private sectors

   The more SMART the objectives the better.

3. Positioning statement  
   12 marks
   The positioning statement must be concise and clearly show how the organisation intends to achieve competitive advantage. E.g.
   “NIPAM is the Centre of Excellence for the development of public servants who share common values and whose ethos and perspectives make for excellence in the public service in Namibia and the SADC region”.

4. Service Marketing Mix  

14 marks

The services marketing mix should be discussed around the 7 Ps of marketing shown below;

**PRODUCT:** What products should NIPAM offer apart from the existing products? Products are the courses being offered.

**PRICE:** What should be NIPAMs pricing formula in comparison to other similar institutions. Students are to get the current pricing from NIPAM.

**PLACE:** Where should NIPAM ideally operate from? Should NIPAM be centralised or decentralised.

**PROMOTION:** Which media should NIPAM use to promote itself? Should NIPAM promote itself outside Namibia’s boarders?

The student should also discuss **People, Processes and Physical evidence.**

5. Service Promotion Mix  

14 marks

The student is expected to offer the service promotion mix to include the following;

- Advertising
- Direct marketing
- Public Relations
- Social media
- Personal selling etc

**Total marks** 50 marks
Dear Students,

Assignment 2 has been marked and the overall student performance was good except for two students who did not understand the question. I would like to draw your attention to the following comments:

1. **Answer questions fully**

   Questions require that the student answers the question fully including quotations from authorities on the subject. Put simply in an assignment, a detailed answer is required.

2. **Use of examples**

   In marketing the use of examples is very important and students who give examples always get high marks. You should always use examples from the case study in this instance.

3. **Presentation of answers (headings)**
All answers should be presented clearly using numbering, headings, tables, spacing etc. for better presentation. Your Tutor/Marker should not struggle to find the answers and better presentation makes it easier for the Tutor to mark and often results in the student getting better marks.

4. Type/Word processed assignments

All assignments submitted for marking should preferably be typed. Some students continue to present handwritten assignments. There is merit for doing so as the student learns and applies a critical skill and the Tutor/Marker will find the work easy to mark. I appeal to all students to please submit typed/word processed assignments.

5. References

All assignments should include a reference as evidence that you have read widely including the prescribed texts and core references.

Congratulations to the student who got the highest marks of 82%.

Best wishes in your examinations.

Tutor/Marker

END OF FEEDBACK TUTORIAL LETTER