MARK 5816
Services Marketing

Course Outline
Semester 1, 2016

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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS
Lecturer-in-charge: Dr Ting Yu
Room: Quad 3015
Phone No.: (02) 9385 3242
Email: ting.yu@unsw.edu.au
Consultation: Tuesday 3:00 - 4:00 pm or by appointment

2 COURSE DETAILS

2.1 Teaching Times and Locations
Lectures start in Week 1(to Week 12):
Thursday 2pm-5pm, Red Centre Central Wing M032.

2.2 Units of Credit
The course is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course
This course focuses on the distinctive characteristics and problems of marketing in service organizations and for any organization developing and marketing services as part of its business portfolio. It demonstrates why and how services require a distinctive approach to marketing strategy-both in its development and in its execution. This course examines cases from commercial and not-for-profit organizations including banking, transportation, hotels, tourism, hospitals, education and professional services such as accountancy, engineering, and management consultancy. Anyone working in a service industry or for an organization with a strong commitment to customer service will find this course relevant.

2.4 Course Aims and Relationship to Other Courses
This course builds upon and extends the marketing concepts, frameworks and models covered in other marketing courses specific to significant events. A prerequisite/corequisite for this course is MARK5800, MARK5801, or MARK5813 (OR enrolment in program 8406).

The aims of this course are:

• to inform you about the best current thinking on services marketing and management, through contemporary readings, case analysis, and lectures;
• to sensitise you to services operations, service quality, and other elements of services; and
• to immerse you in the services issues facing a particular service firm, so that you can apply your knowledge & skills in analysis and problem-solving.

2.5 Student Learning Outcomes

By the end of this course you should be able to:
1. demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services;

2. describe and discuss different service types and the implications for service strategy development;

3. describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value;

4. apply the 7 P’s of the services marketing mix to develop a service strategy;

5. apply services marketing theory to critically analyse services marketing problems and to develop realistic solutions;

6. construct written work which is logically and professionally presented;

7. communicate ideas in a succinct and clear manner; and

8. work collaboratively to complete a task.

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all postgraduate coursework students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

For more information on the Postgraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.
effectively for the intended audience and purpose.

4. Teamwork: Our graduates will be effective team participants.
You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of ethical, social, cultural and environmental implications of business issues and practice.
You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Consider social and cultural implications of business and/or management practice.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business postgraduate coursework students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
<tr>
<td>1 Knowledge</td>
<td>1. Demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services. 2. Describe and discuss different service types and the implications for service strategy development. 3. Describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value.</td>
<td>• Class Participation  • Group Presentation  • Case Study  • Major Report – Extended service encounter diary and service strategy development</td>
</tr>
<tr>
<td>2 Critical thinking and problem solving</td>
<td>1. Demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services. 2. Describe and discuss a different service types and the implications for service strategy development. 3. Describe the problems faced by services marketing professionals as well as tools and models managers might employ to improve customer satisfaction, service quality and perceived value. 4. Apply the 7 P's of the services marketing mix to develop a service strategy.</td>
<td>• Class Participation  • Case Study  • Group Presentation  • Major Report – Extended service encounter diary and service strategy development</td>
</tr>
</tbody>
</table>
3a Written communication
5. Apply services marketing theory to critically analyse services marketing problems and to develop realistic solutions.
6. Construct written work which is logically and professionally presented.

3b Oral communication
7. Communicate ideas in a succinct and clear manner.

4 Teamwork
8. Work collaboratively to complete a task.

5a Ethical, social and environmental responsibility
Not specifically addressed.

5b Social and cultural awareness
Not specifically addressed.

### 3 LEARNING AND TEACHING ACTIVITIES

This course adopts an active, adult-learning approach that values interactive learning and teaching. The foundations of this approach are tailored readings for each topic, combined with students’ experiences from their workplace and as service consumers. Assignments are designed to reinforce and apply service marketing concepts in a range of contextual settings. The diverse cultural mix of students will be used to provide practical examples of how culture impacts on a range of customer service issues.

This course will be conducted on a discussion and lecture basis. Importantly it will draw upon the experience of both students and lecturer, via classroom discussion, to provide relevance via real world examples of concepts and models.

*It is your responsibility to study the reading assignments prior to class in order that you may contribute, participate intelligently and thus gain maximum value from the course.*

The lectures will primarily summarise and synthesise the key points in the chapters and readings and explain and/or elaborate upon the more difficult principles. Furthermore the lectures will be used to provide real world examples and managerial implications of theories, concepts and models.

The seminars/tutorials will be primarily used for case study presentations of service organisations, practical projects and discussion of assigned readings to help students explore and apply the learned services marketing concepts.
4 ASSESSMENT

4.1 Formal Requirements
In order to pass this course, you must:
- Achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks; and
- Attend at least 80% of all lectures (as per university regulations).

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>20%</td>
<td>-</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Case Study</td>
<td>10%</td>
<td>500 words</td>
<td>17:00, Wednesday, 13 April 2016</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>30%</td>
<td>20-25 minutes (plus at least 10 minutes Q&amp;A)</td>
<td>(To be determined in Week 1)</td>
</tr>
<tr>
<td>Major Report – Extended service encounter diary and service strategy development</td>
<td>40%</td>
<td>3,000 words</td>
<td>17:00, Wednesday, 1 June 2016</td>
</tr>
</tbody>
</table>

Total 100%

Attendance
Students are expected to attend all lectures (arrive on time and do not excuse yourself before the class is complete). As per university guidelines, a minimum of 80% attendance is required in order to pass the course.

4.3 Assessment Format

4.3.1 Class Participation (20%)

Class participation will provide opportunities for peer learning, strengthening students’ ability to actively argue their decisions regarding the services marketing issues at hand, developing an understanding for alternative approaches and providing an opportunity for reflective learning. This is designed to make sure we have a rich and stimulating case discussion.

Your participation includes the responsibility to share understanding and judgment with the class in order to advance the group’s collective skills and knowledge. This means I will need your active participation to make the class a rewarding experience for everyone. Read the materials assigned for every class, thoroughly prepare cases, take part in pertinent discussions, listen to others with respect, and generally take part and you will be rewarded.
4.3.2 Case Study – Individual Paper (10%)

Due date: 17:00, Wednesday, 13 April 2016
Word limit: 500 words (All included except UNSW assignment cover sheet, references and appendices)

Submission: To Turnitin via Moodle

You are required to analyse Sprint’s customer termination practices. More information on Sprint’s customer termination will be revealed in Week 1.

Your case study report should answer the following questions:

1. What is Sprint’s customer termination practice?
2. What are the advantages and disadvantages of this practice and why?
3. Would you suggest that the same customer termination practice be introduced to Optus in Australia and why?

4.3.3 Group Presentation – In search of best and worst service practice (30%)

You are to make an in-class presentation based on the study of two chosen service organizations within the same industry. You are not required to provide any written work for this assessment item, however you are expected to supply the lecturer in charge with a hard copy of powerpoint slides and/or any handouts/overheads that you use during the presentation at least 10 minutes before the presentation starts. All group members must actively participate during the presentation.

4.3.4 Major Report: Extended Service Encounter Diary and Service Strategy Development (40%)

Due date: 17:00, Wednesday, 1 June 2016
Word limit: 3,000 words (All included except UNSW assignment cover sheet, references and appendices)

Submission: To Turnitin via Moodle

This major report is designed to help you understand customer expectations and why as consumers we are sometimes satisfied or dissatisfied with the service experience. By recording and analysing your own experiences, particularly in reference to the theories of services marketing, you should begin to discover what is truly needed to satisfy a customer.

For this assignment, you are required to document your experiences with an extended service encounter – i.e. describe what happened, and how you felt. This extended service encounter might, for example, be an 8 hour flight from say Jakarta or Bangkok to Sydney, an extended stay in hospital, a series of visits to a bank to get a housing loan, an overnight (or longer) stay in a hotel, or it might be a series of transactions with a business service provider (architect, accountant, consultant). The encounters could
be in Australia or overseas. It is important to note that in each of these examples, there are numerous opportunities for customer interaction with the firm's employees, and/or systems, and each interaction has the potential to positively or negatively influence outcomes.

4.4 Assignment Submission Procedure
Assignment must include a cover sheet and be signed by the student. The School of Marketing Individual Assignment Cover Sheet can be found at:

https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf

Students MUST submit their written assignment through the course website. The originality of the assignments will be checked with Turnitin™. Students are able to check the similarity index and resubmit their reports until the deadline. Note, however, that students are responsible for planning ahead and allowing sufficient time to view their similarity index. Students are also advised to submit their papers during working hours so as to receive technical support if necessary – technical difficulties will not be accepted as a valid reason for late submission. More information on Turnitin™ can be found at: http://teaching.unsw.edu.au/turnitin-students.

4.5 Late Submission
Late submission of written assignments will attract a penalty of 10% per day (including weekends) or part thereof. Assessment items submitted more than five days after the due date will be awarded zero marks. Your written assignment will be considered late after a 10 minute grace period. Consistent with business etiquette, group presentations must begin on time. If a group member is absent, the group will proceed without the group member. Absent student(s) will receive a zero for the presentation.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Quality Assurance
The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.
5  COURSE RESOURCES

5.1  Prescribed Text


6  COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through the end of semester CATEI evaluations.
7 COURSE SCHEDULE
Lectures start in Week 1 and finish in Week 12.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Text Readings¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 3 March 2016</td>
<td>Overview: Service, Service Encounters and Positioning</td>
<td>Ch. 1-3</td>
</tr>
<tr>
<td>Week 2 10 March 2016</td>
<td>Customer Satisfaction and Service Quality</td>
<td>Ch. 12</td>
</tr>
<tr>
<td>Week 3 17 March 2016</td>
<td>Contemporary Services Marketing Issues</td>
<td></td>
</tr>
<tr>
<td>Week 4 24 March 2016</td>
<td>Customer Complaints, Service Recovery, Customer Loyalty</td>
<td>Ch. 13-14</td>
</tr>
</tbody>
</table>

Mid-semester break: Friday 25 March – Saturday 2 April inclusive

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Text Readings¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 5 7 April 2016</td>
<td>Product – Developing Service Products</td>
<td>Ch. 4</td>
</tr>
<tr>
<td>Week 6 14 April 2016</td>
<td>Place – Distributing Services</td>
<td>Ch. 5</td>
</tr>
<tr>
<td>Week 7 21 April 2016</td>
<td>Price – Pricing Strategy and Managing Demand</td>
<td>Ch. 6-7</td>
</tr>
<tr>
<td>Week 8 28 April 2016</td>
<td>Promotion – Integrated Service Marketing Communications</td>
<td>Ch. 8</td>
</tr>
<tr>
<td>Week 9 5 May 2016</td>
<td>People - Managing People for Service Advantage</td>
<td>Ch. 9</td>
</tr>
<tr>
<td>Week 10 12 May 2016</td>
<td>Physical Evidence – Crafting the Service Environment</td>
<td>Ch. 10</td>
</tr>
<tr>
<td>Week 11 19 May 2016</td>
<td>Process – Design Service Delivering Process</td>
<td>Ch.11</td>
</tr>
<tr>
<td>Week 12 26 May 2016</td>
<td>Review and Wrap-up</td>
<td>Ch. 1-14</td>
</tr>
</tbody>
</table>

¹ The textbook chapter readings are an indication only. To obtain a deeper understanding of each topic, it is important that students read additional papers and books that are related to each topic. A list of recommended journals and additional texts are listed under “Course Resources”.
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specializations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

<table>
<thead>
<tr>
<th>Business Postgraduate Coursework Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Knowledge: Our graduates will have current disciplinary or interdisciplinary knowledge applicable in local and global contexts. You should be able to identify and apply current knowledge of disciplinary or interdisciplinary theory and professional practice to business in local and global environments.</td>
</tr>
<tr>
<td>2. Critical thinking and problem solving: Our graduates will have critical thinking and problem solving skills applicable to business and management practice or issues. You should be able to identify, research and analyse complex issues and problems in business and/or management, and propose appropriate and well-justified solutions.</td>
</tr>
<tr>
<td>3. Communication: Our graduates will be effective communicators in professional contexts. You should be able to: a. Produce written documents that communicate complex disciplinary ideas and information effectively for the intended audience and purpose, and b. Produce oral presentations that communicate complex disciplinary ideas and information effectively for the intended audience and purpose.</td>
</tr>
<tr>
<td>4. Teamwork: Our graduates will be effective team participants. You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.</td>
</tr>
<tr>
<td>5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of ethical, social, cultural and environmental implications of business issues and practice. You should be able to: a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and b. Consider social and cultural implications of business and/or management practice.</td>
</tr>
</tbody>
</table>
9 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students ‘Managing your Program’ webpages: https://student.unsw.edu.au/program.

10.1 Workload

It is expected that you will spend at least **nine to ten hours** per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

10.2 Attendance

Your regular and punctual attendance at lectures and seminars, as well as in online activities, is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: https://student.unsw.edu.au/attendance

10.3 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to
leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.4 Health and Safety
UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://safety.unsw.edu.au/.

10.5 Keeping Informed
You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11 SPECIAL CONSIDERATION

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General information on special consideration:

1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). The student will then need to submit the originals or certified copies of the completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: https://student.unsw.edu.au/special-consideration

2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Decisions and recommendations are made by lecturers-in-charge in consultation with the program coordinator.

4. Applying for special consideration does not automatically mean that the student will be granted a supplementary exam or other concession.

5. Special consideration requests do not allow lecturers-in-charge to award students additional marks.

Requests for special consideration for Final Exams/Final Assessment:

The lecturer-in-charge and the program coordinator will need to be satisfied on each of the following before supporting a request for special consideration:
1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.

2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 45% in each assignment and meeting the obligation to have attended 80% of classes.

12 STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
  https://www.business.unsw.edu.au/students/resources/learning-support
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**
  https://www.business.unsw.edu.au/students/resources/student-centre
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**
  For online help using Moodle, go to: https://student.unsw.edu.au/moodle-support. For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre**
  www.lc.unsw.edu.au Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**
  http://info.library.unsw.edu.au/web/services/services.html

- **IT Service Centre**

- **UNSW Counselling and Psychological Services**
  https://student.unsw.edu.au/wellbeing Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

- **Student Equity & Disabilities Unit**
  http://www.studentequity.unsw.edu.au Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au