

Class Participation Score

I feel that based on my participation all semester I deserve a 95%. The rest of this paper will give examples of what I added to the class discussion on a daily basis to justify my 95%.

Based on your description of a person deserving a 100% and a person deserving 90% I feel that I fall right in the middle. I am somewhere between an outstanding leader and an incredible leader in class discussion. I am definitely one of the top participators in our class, and I feel that my comments added to the discussion; I was not just talking to talk. Based on the participation log I kept this semester, I added to class discussions on average four times per class. I am prepared for every class discussion which shows not only through my comments in class but also in my quiz and group assignment grades. I feel that I am a role model for others because I volunteer when maybe others are not participating at a desired level to help start up the conversation. I help to enhance the classroom discussions by bringing in my own life experience such as my management experiences at Dairy Queen. I feel that a good participator does not just read a definition from the book, but puts what she read into her own words, and I always am sure to do this; just repeating what is in the book does not illustrate a good understand of the material and does not aid others who may be having a difficult time understanding the book. A large part of class discussion in my opinion is to give real life examples that others can relate to and remember.

I also consistently exhibit all of the qualities of a good customer (student) as discussed the first week of class. I contribute my personal experience to class discussion, I pull my weight (and others) in group activities, I think independently, I show up on time, I am present mentally as well as physically, I do not create disruptions, and I do not bring my cell phone to class. In addition, I am prepared when I come to class, and there have been many times throughout the semester where I have helped other students, M_____ in particular, to understand the material and assignments. I must acknowledge that I did miss class a couple times this semester: twice because I was not feeling well and once because I was out of the country. However, I feel that my level of participation when I was present makes up for those few days I was not able to attend.

I will now cite specific comments I made throughout the semester that I feel demonstrate the quality and quantity of my participation.

1/16 I explained service has a "human" factor that makes it different from goods and I gave the example of tattoo parlors. Every tattoo look slightly different because every tattoo artist has a different level of experience and even the same tattoo by the same artist may look different depending on if he/she is tired or in a hurry.

1/21 People inhibit the service delivery process because they do not know what they want. For example, Dell has problems with people who are not familiar with computer and do not know what features they want.

1/23 I gave the example of education as a credence good because it is impossible to evaluate if I had a better experience with you as a service marketing professor, than if I had a different professor, unless I take the class again.

1/23 There is a higher risk associated with services. For example, if you are having an operation and they mess up, you die.

2/4 When you were explaining the way paytrust.com works, I asked if it was a pain for you to have to notify all the companies to use the paytrust address rather than your address.

2/4 I provided one new service the traveling oil change guy could offer, that was suggested in the reading assignment, was rotating tires too.

2/11 I suggested that if I had the problem with Hertz and American Express, I would have closed my American Express Account.

2/20 I asked a question because I was unsure of the weaknesses of the critical incident and relationship surveys.

2/20 I gave my understanding of the definition of transaction marketing as getting the initial sale but not building the relationship as defined in the assigned reading for that day.

2/20 Also from the reading assignment, I suggested that there is less advertising expenditures and no need to lower marginal profits on give-aways if you keep your current customers.

2/20 I also suggested that people are not loyal to restaurants even if they are satisfied, because they do not want to eat the same type of food every time they eat out.

2/25 From the assigned reading, I explained that the customer is not always right; it depends on how profitable that customer is.

2/27 I pointed out that Berry's 60 day guarantee is almost impossible to invoke and therefore it is pointless.

4/1 From my experience as a housekeeper, it is very hard work and they are under appreciated. They are often regarded as uneducated thieves.

4/3 From the Shouldice Hospital Case, I suggested that I would have less anxiety because surgeons do not work as many hours so they are less likely to make a mistake due to being tired.

4/3 Also from the Shouldice Hospital Case, I described one failpoint as the self diagnosis.

4/15 From my experience as a manager of Dairy Queen, I told about how in the past, we did not accept coupons from other stores, but then management realized that it was bad business not to accept them.

4/15 Also from Dairy Queen, in response to another's comment about where to draw that line, I explained that we would not accept gift certificates from other stores because that store had already collected the money from that sale.

4/15 I also pointed out that in a way by accepting Baskin Robins coupons at Dairy Queen, Baskin Robins almost paying for your advertising. It could mean less money you have to spend on advertising.

4/15 Also in regards to the discussion about accepting a Baskin Robins Buy 1, Get 1 Free: I pointed out that as management you would need to make sure your employees were informing customers that they do not typically accept another store's coupon but since they are such a valued customer they will make an exception just for them.

4/17 I explained that buying a sub from subway requires a moderate level of customer participation because there is no standard sub; you must tell them what sub, what bread, cheese, toppings, and sauce you want.

4/17 I added to the discussion by suggesting that you outsource anything that you buy from a grocery store such as milk, eggs and bread because technically you could own a cow and chickens and make the bread yourself.

4/17 I shared my opinion that busers at Wendy's may make customers feel obligated to tip and that may make them choose to go to another fast food restaurant instead.

4/17 I also pointed out that customers may not want to participate more, that is why they are paying for someone else to do it for them.

4/22 I suggested that Saturday morning would be the second busiest peak time at a bank.

So as you can see from some of my comments I was always prepared for class and I incorporated my own personal experiences and opinions to the discussions in order to enhance the learning experience. I also asked questions when I had them. Therefore, I feel that I have earned a 95% participation score.