

## Co-production Paper

As in many service encounters, there are two parties that participate in the production of an educational service encounter. One is the teacher, or service provider and the other is the student, or consumer of the service. In order to obtain a successful educational service experience, both parties must demonstrate **preparation, professionalism, and participation**. The purpose of this paper is to justify the grade of 92%, which I believe I deserve as a co-producer of the Services Marketing course at BGSU with Dr. Dwayne Gremler. In each section to follow will be descriptions of the three elements of a successful service experience in reference to education, and an evaluation of my role as the consumer of this service.

### **Preparation:**

- Read assigned materials prior to attending class - To demonstrate my level of preparedness for class, the average for the six, usually unannounced quizzes I have record of (including: Syllabus Quiz, Readings Quiz 1, Readings Quiz 2, Service Encounter Quiz, Readings Quiz 3, and Shouldice Case Quiz) is 4.33/5 points, or 86.7%.
- Consider the discussion questions from the book and the course website - As a method of demonstration for this aspect of preparation is the grade I received for my midterm exam (which was based on such questions): 107/120 points, or 89.2%.

### **Professionalism:**

- Frequently attends class - I have attended all but two classes this semester. In other words, I have been to class 92.8% of the time. One absence was because I was out of town. The other was because a meeting with my ADVANCE mentor went over our scheduled time.
- Is on time - I have been on time to MKT 405 100% of the time.
- Listens to the instructor as well as other students - I have taken very detailed notes, including thorough examples given by both the instructor and other students.
- Begins assignments well before the due-dates, and turning in all work on time (or early) - I have turned in two assignments before their due dates. These include the Praise Letter and the Visual Illustration Assignment. Furthermore, I volunteered to do the individual major assignment (Service Encounter Journals and Paper) that had the earliest due date.
- Does not create class interruptions - I have never blatantly interrupted class. However, I did eat a pear once and did not realize that this could have been a distraction to others until you mentioned that you have occasionally eaten an apple to demonstrate a “noisy food” eaten by a disruptive student/customer ☹. Oops...Sorry!
- Is present mentally as well as physically - Please see the participation section for a more detailed evaluation of this.
- Takes pride in the quality of work submitted - To evaluate myself in this area, I have taken the average of all individual assignments that have not yet been accounted for (including: Praise letter, Complaint letter, Customers’ Roles in Service Delivery, Relationship Value of the Customer, Service Encounter Journal Paper, and Visual Illustration Assignment). The average for these assignments is 161/180 points, or 89.4%.
- Has a positive attitude and willingness to learn - I believe that all the previous descriptions of my behavior in reference this class demonstrate my positive attitude and willingness to learn about services marketing.

**Participation:**

- Engages in class discussion - to illustrate this, I have made an effort to mark down a tally each time I have spoken in class. Two examples of days where I have participated an exceptional amount are March 25<sup>th</sup> when we discussed Chapter 10: Physical Evidence and the Servicescape. That day, I contributed a total of 7 times. Also, when discussing the Shouldice case on April 8<sup>th</sup>, I made a total of 8 contributions to class discussion. The total of the tallies I have marked down for the semester this far is 51. So, for attending all but two classes up until this point, I have spoken roughly two times in each class. (51 is the total times spoken, divided by 25, which is the total classes attended: 28 minus 3, one which was cancelled as compensation for taking the midterm outside of regularly scheduled class and two of which I did not attend = 2.04).
- Contributes personal experiences to class discussions - I have shared with the class experiences I have encountered as a server at a restaurant, on the service provider end of services marketing. Also, I have shared experiences from my internship regarding the concept of training for technical and interactive skills, among others.
- Speaks up when the topic is not understood - I have asked questions at times when my group has been confused about assignments.
- Pulls her own weight in group activities - I have actively participated in group work, always giving input, and writing a majority of the time (including the following assignments: all of AL1, half of AL2, all of AL3, and two of three pages on AL6).
- Is present for every class (except for emergencies) - I have attended all but two classes. Again, one was because I was out of town to attend an Air Force basic training graduation ceremony, and the other was because I had a meeting with my ADVANCE mentor run longer than scheduled.

After a thorough evaluation of my co-production of Services Marketing, I feel that I deserve a grade of 46/50, or 92%. I believe that I am an exceptional leader in class, as well as in group discussions. I am always prepared for discussion of the chapters, and am often prepared for discussion of the articles. I have been an initiator of class, and group discussions by bringing outside examples of course topics. I honestly feel that I am a role model for other class members, especially those within my group. Lastly, I feel that I deserve a 92% co-production grade because I have consistently behaved well above average according to the fulfillment of the above guidelines in the areas of preparation, professionalism, and participation.