

**Services Marketing
MKT 405**

Service Encounter Journal Paper - Evaluation Sheet

Date: _____

Name: _____

Paper

Score: _____
(Out of 70)

Breakdown of Points:

Worst Encounter:

Summary of *cause* of the problem _____
(4 points)

Quality of specific recommendations made _____
(14 points)

Use of class concepts in the discussion _____
(11 points)

Writing quality _____
(8 points)

Best Encounter:

Discussion of what organization is doing well _____
(9 points)

Use of class concepts in the discussion _____
(11 points)

Writing quality _____
(7 points)

Lessons Learned:

Discussion of lessons learned in doing this assignment _____
(6 points)

Appendix

Journal Entries _____
(30 points)

- Variety of service companies/industries
- Variety of experiences (positive and negative)
- Detailed description of each encounter