

MKT 405
Services Marketing - Quiz Insurance
Bowling Green State University
Spring 2007

For those situations in which students do not score as well as they would like on a quiz, students may “purchase” quiz insurance by completing their choice of the following assignments and activities at a level that merits awarding a higher grade score. The score subsequently awarded on these assignments will be used to replace the lowest quiz scores during the semester.*

Complaint Letter. (5 points) For this activity students are expected to write a complaint letter to any company from whom the student has, in his/her opinion, received bad or at least less-than-satisfactory service during the first few weeks of the semester. It does not have to be an extremely upsetting experience; it may be simply that the firm did not provide service that met expectations. The name and address of the appropriate person to whom to complain should be obtained (this may take some research!) and then a formal letter of complaint written. All pertinent information (dates of service, names, account numbers, credit card numbers, etc.) should be included in the letter, as well as a description of the poor experience and, if appropriate, a suggested course of action the company could take to appropriately “recover” in this situation. That is, the resolution being sought from the company should be clear. (*Do not state in the letter that you are doing this as a class project.*) The letter should request a response from the organization and provide appropriate contact information for the student, including a mailing address, e-mail address, phone number (if appropriate), and any other relevant information. In order to give the company a chance to respond by the end of the semester, the letter should be mailed to the company and a copy of it turned in to the instructor no later than **February 2**. (*Students who choose to do the Complaint Letter Analysis paper may NOT use the same letter for quiz insurance. Please write on the copy submitted if the letter is for the quiz insurance assignment.*)

Online Complaint Registration. (5 points) For this activity students may register a complaint on a company’s web site. (*Students who choose to write a Complaint Letter may NOT use the same incident in registering a complaint on a company’s web site.*) Alternatively, students may register a complaint on a more generic, third-party Internet complaint web site; such web sites include:

www.thecomplaintstation.com
www.planetfeedback.com
www.rawcomplaints.com
www.consumeraffairs.com/php/a_report.php

A printed copy of your registered complaint, which should include your description of what took place, is due on **February 2**, which is the same day as the complaint letter assignment is due. (**Warning: It may take the web site several days to complete the complaint registration process...so, do not wait until the last minute to register your complaint.**)

Praise Letter. (5 points) In addition to your less-than-satisfactory service experience, you are also likely to have a good service experience during the semester. For this assignment, you are to write to a service provider to praise the person (or persons) who provided you with a good service experience. In the letter you should describe your pleasant experience and, if appropriate, mention the individual(s) by name. As with the complaint letter, you are to obtain the name and address of the appropriate person (supervisor?) to whom you should address the letter. (*Do not state in the letter that you are doing this as a class project.*) An “alternative” to writing a praise letter to a service business about an employee could be to *praise a professor* for his/her service. This could be done by (1) writing a letter about a professor to the professor’s department chair or college dean or (2) nominating a professor for a teaching award. (Most colleges at BGSU give annual awards for teaching. Some have official nomination forms for this purpose. The university also makes an annual “Master Teacher” award and has a one-page nomination form for students to complete.) You may turn in a copy of the praise letter in at any point during the semester, but no later than **April 9**.

Mystery Shopping/Marketing Research Assignment. (10 points...can be used to replace two quizzes) For this activity, students are to serve as a “mystery shopper” (a data collection technique discussed in class) in critiquing the service being provided by a local church, *CedarCreek Church*, in Perrysburg, Ohio. The assignment requires you to attend a church service, take a tour of the facility, and then fully complete a (four-page) survey created by the church. (To get full credit, you are required to take a tour of the facility.) You may complete the form without identifying yourself to the church. The survey can be found at:

www.gremner.net/MKT405_S07/CedarCreek_Questionnaire_S07.pdf.

Although the church need not know the student’s identity, the survey will need to be submitted to the instructor in order for the student to receive credit for having completed it. (You should obtain a copy of the form and look it over *BEFORE* visiting the church, but do not take the form with you to the church...the intent of “mystery shopping” is to *NOT* be identified.) This assignment is due **April 16**, but may be turned in early.

To get to *CedarCreek Church*, you should drive north on I-75 from Bowling Green. About 12 miles north of BG is an exit (in Perrysburg) for State Route 795. Take this exit and go east (right). Once you are on 795, you should turn left at the second traffic light (that is, turn north on Lime City Road) after approximately one mile. (There is an elementary school on the northeast corner of this intersection.) Proceed north about a mile, and the church will be on the west side of the road. It is a tan building (looks like an office building) with a large parking lot close to the road. It should take about 20 minutes to drive there from Bowling Green. Church service start times on Saturdays are 5:15 p.m. and 7:00 p.m., and Sundays at 9:00 a.m., 10:45 a.m., and 12:30 p.m. You can find information about the service times, as well as a map, at:

www.aroundthecreek.com/Resources/ContactInfoMapDirections/tabid/152/Default.aspx

Active Learning “Homework” Assignments. (5 points each) From time to time “homework” assignments will be distributed in class (most likely two or three over the course of the semester). For these activities you will be required to complete a particular activity (generally, answer a series of questions). Each active learning “homework” assignment is worth 5 points. Completion of these activities will assist students in understanding the marketing topics we will cover. **Due dates will be provided** when the homework assignments are handed out; generally one week is allowed for completing each of these assignments.

NOTE:** Students may “purchase” quiz insurance by completing up to 5 assignments (potentially up to 25 points worth). However, ***no more than two purchases can be made for quizzes that were not initially taken. That is, for quizzes in which you receive a zero (meaning that you were not in class when the quiz was distributed), only two such quizzes can be replaced by quiz insurance activities. (The only exception will be for quizzes given on days when the student misses class—and has notified the instructor in advance—for an instructor-approved reason. See page 3 of the course syllabus for details.)