

Our group was selected in the fall of 2006 for the “Best Services Marketing Blueprint Award.” To help in your efforts of creating your blueprint, here are some steps that you may take that could be beneficial.

- Start the assignment in advance. The blueprint takes a lot of time to finish and you will never know what problems you may run into.
- Attending Dr. Gremler’s PowerPoint help sessions are crucial for the basics of PowerPoint. After the basics are learned, put forth more thought and effort into the blueprint to build a higher quality project.
- Make sure that your group has common knowledge of the service sector you plan to blueprint. A good understanding of the mechanisms will help draw the different interactions between the different actors of the service delivery process.
- Make sure the firm that is chosen will allow pictures or video to be taken.
- “Pictures are worth more than words.” The more pictures that your group takes, the better the understanding your audience will have of the blueprint.
- Once your blueprint is finished, review every element to ensure it is all correct. Petty mistakes throughout the blueprint could lead to miscommunication to your audience.
- Insert detailed instructions of how to operate the PowerPoint presentation before the blueprint. This way, anyone can open it and understand what the blueprint is describing.
- Be sure that each member of the group contributes and understands the purpose. This will help the overall learning experience.
- Good communication within the group is essential to ensure that the whole group adds valuable input to the project.
- A higher grade requires paying attention to little details, attending class to learn about the blueprint design, reading the book, and putting forth effort in the design of your blueprint. In marketing, the shape matters as much as the content. Do not forget that creativity can be very beneficial.