

Services Marketing Research Exercise

Objective: To gain first hand experience using two popular research tools used in services marketing.

Basic Task: Your team (if odd numbered) will be assigned the SERVQUAL mini-project *or* (if even numbered) the Critical Incident Technique mini-project. You will have until February 23rd to complete the assignment. We will not hold a regular class meeting on Wednesday morning, February 21st, so that you can *work during class time* as a team on this assignment. However, I will be available in my office during that time to answer questions you might have.

SERVQUAL Mini-Project

You are to select a service that BGSU offers to students and that most students will be familiar with (e.g., recreation center, health center, library, food service at the student union, etc.). Your task is to adapt the **SERVQUAL scale**, located in Exhibit 6.2 (pp. 154-155), to fit the service you select and then administer your survey to a sample of students. (*A reasonable number for this assignment would be for each student to collect 3-5 responses.*) Then your team is to analyze the data and provide the class a verbal summary of your results on Friday, February 23rd. You should prepare either a handout for the class or PowerPoint slide(s) to visually display your results. Your analysis should include the mean rating for each dimension. What implications are there for the manager of the student service you selected? Finally, what are some of the advantages and disadvantages to using this type of research method?

Critical Incident Technique Mini-Project

You are to select a service that BGSU offers to students and that most students will be familiar with (e.g., recreation center, health center, library, food service at the student union, etc.). You are to use the **Critical Incident Technique**, described in Chapter 5 (pp. 126-128) and Chapter 6 (pp. 151-152), to gather data about this service from a sample of students. (*A reasonable number for this assignment would be for each student to collect 3-5 responses.*) Then your team is to analyze the data and provide the class a summary of your results on Friday, February 23rd. You should prepare either a handout for the class or PowerPoint slide(s) to visually display your results. Your analysis should include sample quotes from your CIT respondents to illustrate key themes you have identified from the data. What implications are there for the manager of the student service you selected? Finally, what are some of the advantages and disadvantages to using this type of research method?

Presentations and Debriefing of Project Objectives: On Friday, February 23rd, we will have each team present their findings to the class. At that time, we will compare and contrast the different methods and discuss the types of information that can be discovered.