

**Services Marketing  
MKT 405**

**Service Encounter Journal Paper - Evaluation Sheet**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Team: \_\_\_\_\_

Class: 8:00 9:30

Score: \_\_\_\_\_  
(Out of 100)

**Paper:**

*Worst Encounter:*

Summary of *cause* of the problem ..... \_\_\_\_\_  
(4 points)

Quality of specific recommendations made ..... \_\_\_\_\_  
(14 points)

Use of class concepts in the discussion ..... \_\_\_\_\_  
(12 points)

*Best Encounter:*

Discussion of what organization is doing well ..... \_\_\_\_\_  
(12 points)

Use of class concepts in the discussion ..... \_\_\_\_\_  
(12 points)

*Lessons Learned:*

Discussion of what you learned from this experience ..... \_\_\_\_\_  
(4 points)

Discussion of how you will use this knowledge in the business world ..... \_\_\_\_\_  
(4 points)

*Writing Quality & Professionalism* ..... \_\_\_\_\_  
(8 points)

- assignment includes *all* required pieces of information (e.g., journal entries)
- assignment appropriately uses headings, page numbers, footnotes, references, etc.
- observations in the paper can be characterized by *depth and substance*
- assignment not only uses *services marketing concepts* throughout the discussion but demonstrates a clear understanding of these concepts

**Journal** ..... \_\_\_\_\_  
(evaluated previously) (30 points)

- sufficient details about the service encounter (firm name, date, etc.) are provided
- a wide variety of service companies/industries are included
- the mix of positive and negative experiences is balanced
- the journal entries are legible
- the journal entries are very rich in description
- 10 complete journal entries are provided

## Service Encounter Journal Entries - Evaluation Sheet

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Team: \_\_\_\_\_

Class: 8:00 9:30

**Journal** ..... (30 points)

- sufficient details about the service encounter (firm name, date, etc.) are provided
- a wide variety of service companies/industries are included
- the mix of positive and negative experiences is balanced
- the journal entries are legible
- the journal entries are very rich in description
- 10 complete journal entries are provided

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