

## **Services Marketing Legacy Contribution** **Required Take-Home Question (80 points)**

For this take-home question, you have the opportunity to make a contribution to future Services Marketing classes. That is, you are to suggest **something new** that could be incorporated into future classes (your legacy!). In particular, you are to identify a business press article, a set of electronic images, a video clip, a company website, an advertisement, a guest speaker, or something else that could be used to demonstrate or illustrate one (or more) of the course concepts or services marketing strategies you have learned about *this* semester in taking the Services Marketing (MKT 405) class.

You may work on this question *by yourself or with one other student* in the class. My expectations, however, will be somewhat higher in relation to the number of people working on the question together. (Two students should be able to do better than a single student working by him/herself.) If two students turn in the take-home exam question together, both will receive the *same* grade. (*Note: In special cases, I may allow more than two people to submit a legacy contribution together. However, students must get prior approval from the instructor. In order to receive consideration for such approval, a brief one-page memo needs to be sent to the instructor prior to April 25 that lays out specifically what the legacy contribution would be, the role of each student in contributing to its creation, and a justification of why more than two students are needed to complete this project.*)

You should treat this exam question as you would a paper. That is, use a word processor for your answer and proof read, spell check, etc. your work. Your answer (3-5 pages), double-spaced, with appropriate *headings* (similar to those below), should include the following:

(a) **Introduction (10 points)**

Provide an introduction to the contribution/addition you are suggesting (your legacy!). That is, provide an overview of the contribution (description of the article, image, or whatever).

(b) **Service Marketing Concepts/Principles Illustrated (25 points)**

Provide a detailed description of the specific services marketing *concept* or *principle* being illustrated with your **legacy contribution**. Your discussion should also address how this contribution relates to (or depicts) a *key concept* or topic examined in *this* course (*be sure to clearly identify and define the concept and the chapter from which it is introduced/discussed*) and precisely *when and how* it could be used in the course (that is, with what material, overhead, discussion question, etc.) to illustrate a point or concept. One of the key criteria in evaluating the discussion is how clearly you articulate your understanding of the concept/topic.

(c) **Contribution Justification (15 points)**

Justify why this contribution would be good to include in future classes. That is, how could this **legacy contribution** make a significant contribution to the education and overall experience of the MKT 405 student and/or reader of the course textbook?

(d) **Source Information (5 points)**

On a separate sheet of paper you should provide your name, the specific services concept/issue being illustrated and the chapter in which this concept is discussed, and a *thorough description* of the source of the **legacy contribution**. To illustrate, such information this might include:

- for an **article**, a description of where this article was published, including:

- |                                  |   |
|----------------------------------|---|
| a. author's full name (or names) | e. volume number of publication ( <i>if applicable</i> )                  |
| b. name of periodical            | f. issue number of publication ( <i>if applicable</i> )                   |
| c. title of the article          | g. page numbers of publication  |
| d. date of publication           | h. complete URL ( <i>if applicable</i> ) - should also be sent via e-mail |

- for a **video clip**, a description of where this clip was published, including:

- a. movie or television show's complete title (or, if an advertisement, company's name)
- b. date of original publication
- c. exact location of clip/scene if more than just the identified scene is included in the copy (this is to assist the instructor in finding the scene if it is not apparent and easily found)
- d. precise length of suggested scene (in minutes and seconds)

- for a **digital image**, a description of where the image came from, including:
  - a. full name (or names) of artist (or company) creating the image
  - b. date of original publication (or, date accessed)
  - c. exact location of image source (e.g., library, Internet page URL) (URL should also be sent via e-mail)
- for a **web site**, a description of where the website is located, including:
  - a. web site's exact and complete URL (URL must go directly to the appropriate page and should also be sent via e-mail)
  - b. date of original publication (or, date accessed)
  - c. exact location of image source if from the Internet (to assist the instructor in finding the image)
- for **whatever else**
  - ...ask me what might be appropriate information to include if you have questions

In addition to the paper, the actual item(s) being submitted will be evaluated. This evaluation will consist of:

(a) ***Quality of Actual Legacy Contribution (15 points)***

Whatever is being provided to the instructor should be of *sufficient quality* (and quantity) for usage. Thus, this portion of your score will be based upon the quality of your actual submission. Articles, for example, should be of high-quality in order to be copied. Electronic images should be of sufficient quality to be used in a PowerPoint presentation or included in a PDF file. Videos clips should be suitable (and of sufficient quality) for class presentation. (You get the idea.) Please note that *whatever you submit WILL NOT BE RETURNED to you*. (If I must return it, how can I use it in future semesters?) Thus, you should submit only items that you are willing and able to part with.

(b) ***Suitability (10 points)***

The final 10 points is of an *all-or-nothing* nature. The allocation of these points will be determined by whether or not I think your contribution is worthy of being incorporated in future classes or editions of the textbook. If I would use it (*thumbs up!*), you are awarded all 10 points. If I would not use it (*thumbs down!*), you will not receive any of these 10 points. The key criteria I will use in making this decision include:

- significance of the contribution (i.e., the degree to which the *legacy contribution* contributes above and beyond what is currently discussed in class or presented in course material);
- uniqueness (i.e., the degree to which your idea is not suggested by others and addresses a concept that does not already have many examples);
- creativity;
- originality.

Video clips or other images we used *this* semester are **not considered suitable** for this project, nor are other video clips students have suggested in past semesters. About 55 such clips are listed in a PDF file (*the hyperlink to this file is also provided on the Class Resources page of the course web site*):

[www.gremler.net/MKT405\\_S07/Visual\\_Illustrations\\_Table\\_S07.pdf](http://www.gremler.net/MKT405_S07/Visual_Illustrations_Table_S07.pdf)

Students who would like to submit a video clip as their legacy contribution should check through this list very carefully, as previous students' recommendations will not count for **your** legacy contribution.

Note: **The take-home question is due at the time of the start of your scheduled final exam.** I ***strongly recommend*** you submit it *in person* to ensure its safe and timely arrival. At this point in time, I am planning to be in my office most days during exam week from 2:00-5:00 p.m. (*Students may submit this take-home portion of the exam early.*)

**Final Exam Schedule:**

8:30 Class:	Thursday, May 3, 8:30-10:30 a.m. Olscamp 213
9:30 Class:	Friday, May 4, 8:30-10:30 a.m. Olscamp 213
10:30 Class:	Wednesday, May 2, 8:30-10:30 a.m. Olscamp 213

**MKT 405**  
**Services Marketing Legacy Ideas/Examples**

Below are some **examples** of what might work for your *legacy contribution*:

(1) There are several companies that I regularly mention in class (e.g., the Ritz Carlton, Burger King, H&R Block) and other companies that are less frequently mentioned, but are used to illustrate specific points or concepts. However, in many instances I have few (if any) pictures of the company, its properties, its employees, typical customers, or the service delivery process. Thus, a student might collect 8-10 good images (.jpg files, .tif files, etc.) from the Internet, or with a digital camera, for use in class discussion. To illustrate, in talking about the servicescape we discussed what a customer might expect from a law firm. Last semester a student, for her legacy contribution, captured 10 digital images of the servicescape of a law firm to illustrate what we described in class might be expected from a “typical” (i.e., reputable) law firm. These images included pictures of a bookcase, big wood desk, leather chairs, meeting room, and a wall with diplomas and were suggested as a means to supplement our in-class discussion of this topic. Another student last year brought in a movie clip on DVD where a law firm had an office with a “poor” servicescape. Here the student pointed out that this servicescape is not what one would expect from a “typical” law firm, as the clip was about a less-than-impressive office (e.g., plastic chairs, metal book cases, tile floors, store front in a run-down strip mall).

(2) Several business press articles were included in the supplemental course readings. A student might suggest a new (and *recent*) business press article (e.g., *Business Week*, *The Wall Street Journal*) or a newspaper article to add to (or to replace an article included in) the supplemental readings. The key concern, of course, would be how well the suggested article illustrates course concepts above and beyond any current assigned readings. For example, one student pointed out to me a recent article in *Fortune* that discusses how some companies are dealing with customers who return goods to the customer service desks at stores on a regular (in this case, *too* regular) basis.

(3) Throughout the semester we have discussed how service firms position themselves in the marketplace—that is, the primary benefits they attempt to communicate to their target market in order to set themselves apart from the competition. A student might suggest a promotional message or commercial (e.g., television advertisement, magazine advertisement, Internet advertisement) that could be used to illustrate a course concept.

(4) The attached handout from the March 5, 2007, issue of *Business Week* lists the “Top 25 Customer Service” firms. These companies are most likely employing many of the Services Marketing strategies and concepts mentioned in the textbook and class discussions. You might focus on one of these companies and identify a specific Services Marketing concept/principle/practice this firm is doing well. (Note: several of these firms might be considered manufacturing companies. Thus, any discussion of them should focus on *service* aspects of the firm.)

(5) On many PowerPoint slides I gave examples; sometimes pictures were included, sometimes not. You could provide pictures to help illustrate points. For example, in Chapter 11 there was a slide about “lean environments” and “complex environments.” I used McDonald’s and Fuddrucker’s as examples...you could provide images of contrasting service providers (from the same industry) as examples to make this point. As another example, with service quality we discussed outcome quality and process quality. Visual images that illustrate how BOTH aspects of service quality might influence a customer’s evaluations of service provider might be appropriate.

(6) I am always looking for good, but different, examples of **service guarantees**. I would be particularly interested in examples of guarantees in public institutions or government services. (In fact, I would award up to **five bonus points** for a good example of a service guarantee that is from a not-for-profit public agency.) I would also be interested in learning of any types of service recovery strategies that public organizations are using. If you have something in mind, and wonder if it would count, you can always run the idea past me.

(7) There are a couple of video clips that I have been told about, but do not have in my possession, that could be used for illustrating class concepts. I have noted these in the PDF file mentioned earlier. If you want to contribute one of these, you must obtain instructor permission to do so.

(8) We sometimes have guest speakers in the Services Marketing class; I am always looking for good speakers. A student might suggest a person contact he/she has who could speak on a specific topic.

Perhaps you have an idea that has not been mentioned in any of these examples. I am open to whatever ideas you might have that would make for a better experience for MKT 405 students. *(If you have any doubt about your idea for your legacy, you can always run your idea past the instructor!)*

As mentioned earlier, part of the evaluation criteria include uniqueness and originality. If several students have the same idea, only the ***first one received*** will be considered unique. Also, *issues from later chapters (Chapters 9-16)* would be particularly relevant to suggest, as students tend to focus on the earlier chapters in making suggestions.