

Services Marketing

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Textbook

Fisk, Raymond P., Stephen J. Grove and Joby John (2004), *Interactive Services Marketing, 2nd Edition*, Boston: Houghton Mifflin.

Service Encounter Journal

As part of your training, each student will keep a journal of service encounter experiences. The goal of this assignment is to understand and evaluate the service encounter [buyer-seller interaction] from your own perspective as a customer. This process will improve your ability to analyze and diagnose services marketing problems.

We all have a number of service encounters each week with everything from restaurants, banks, drycleaners, doctors, libraries, hair stylists among others. You are required to complete 7 journal entry forms. One blank copy is attached -- make seven copies for yourself. Each entry will correspond to one service encounter you have. The purpose of the journal is to identify sources of customer satisfaction or dissatisfaction with services.

Collect a variety of types of incidents, as well as some that you find satisfying and some that are dissatisfying. The best way to complete your journal is to fill one out immediately following a particular incident. Do not try to do several in a row. If you do your entries from memory or do too many at one time, the quality of the entries will suffer.

Finally, develop a report in which the service encounter journal entries are analyzed. In this paper, identify in your own words the sources and actions that seem to account for satisfaction or dissatisfaction with services - include relevant course concepts. Your typed report, about 6-7 pages, should also include (as an addenda) your journal entries.

Your report based on your service encounter journals is due on June 19th. **Submit the journal entries and the report as one file via e-mail to rfisk@uno.edu.**

About Your Instructor

Dr. Raymond Fisk is Professor and Chair of the Department of Marketing at the University of New Orleans. He earned his B.S., M.B.A., and Ph.D. from Arizona State University. Previously, he served as Interim Chair and Associate Professor of the Department of Marketing, University of Central Florida and Interim Head and Associate Professor of the Department of Marketing, Oklahoma State University. Dr. Fisk served as a Fulbright Scholar to Klagenfurt University of

Education Sciences, Austria. He has also taught at Arizona State University, the American Graduate School of International Management (Thunderbird), Universidad Diego Portales, Santiago, Chile, the Universidade do Porto, Portugal, University College, Dublin, Ireland, and the Swedish School of Economics, Helsinki, Finland. Dr. Fisk received the Career Contributions to the Services Discipline Award from the American Marketing Association Services Marketing Special Interest Group.

Dr. Fisk's research has focused on services marketing and marketing theory. He has published in the *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *Journal of Services Marketing*, *Service Industries Journal*, *International Journal of Service Industry Management*, *Journal of Health Care Marketing*, *Journal of Professional Services Marketing*, *Journal of Marketing Education*, and the *Marketing Education Review*. Dr. Fisk has published five books: *Services Marketing Self-Portraits: Introspections, Reflections and Glimpses from the Experts*, *Interactive Services Marketing, 2nd Ed.*, *Marketing Theory: Distinguished Contributions*, *AIRWAYS: A Marketing Simulation*, and *Services Marketing: An Annotated Bibliography*.

Dr. Fisk serves on the editorial review boards of the *Services Industries Journal*, *Managing Service Quality*, and *Marketing Education Review*. He has previously served on the editorial review board of the *Journal of Health Care Marketing*. He was the editor of the *AMA Services Marketing Newsletter*. Dr. Fisk created *SERVMARK: The Electronic Bibliography of Services Marketing Literature*. He was the founding editor of the AMA's *Marketing Educator Online*.

Dr. Fisk is Past President of the AMA Academic Council. Previously he served as Vice President for Teaching and Information Dissemination, Vice President for Marketing, and Vice President for Finance, of the AMA Academic Council. He started the American Marketing Association's Services Marketing Special Interest Group and he led the AMA Taskforce that put the AMA on the Internet. Also, he is Past-President of the AMA's New Orleans and Central Florida Chapters.

