

Service marketing assignment



**ASSIGN
BUSTER**

The objectives for the assignment are to: 1) understand how a service firm repositions itself through tangible changes, intangible changes, and communication; 2) Analyze specific Implementation strategies related to each of the gaps in the Gaps Model of Service Quality; and 3) Examine strategies for sustaining growth and success following a major change initiative. Additionally, the assignment is designed to help you learn and apply important service marketing concepts, enhance your analytical and decision-making skills, and facilitate class discussion.

After reading Chapters 1, 2, and 4. And the People. Service, and Profit at Jesse Bank case, answer the following questions. 1. What is Jesse Bank's new positioning or competitive differentiation strategy? 2. A.) What tangible and intangible changes did the bank make to get to its new position as the most customer-focused bank? In your answer, be sure to clearly identify the tangible changes and intangible changes. B.) What effect did these changes have? C.) What role did Jesse Bank's values play in the process? 3. Analyze Jesse Bank's success using the Gaps Model of service Quality. What strategies did the bank implement to close each of the five gaps in the model? 4. How can Jesse Bank sustain its growth and success based on its current strategy? Make two concrete recommendations with sound supporting rationale. 5. Would you invest in Jesse Bank? Explain your answer with sound reasoning.

Dilation Instructions This assignment may be completed individually or in a group (maximum three students). When working on this assignment, you may only consult with the other students you are working with on the assignment, I. E. , do not discuss the assignment with students outside of your assignment group.

Uzis Academic Integrity Policy applies to this assignment and will be enforced if you will violate Sill's Academic Integrity Policy. For information about Sill's Academic Integrity Policy, see the course syllabus or www.liv.deed/undergraduatecatalog0709/355. My eyebrows will be raised, if I see two or more papers with the same answers. Since this type of situation does not happen by chance, I reserve the right not to grade such papers. In other words, each paper will earn a grade of O. In addition, the H-E-B School of Business & Administration Dean will be informed about the transgression.

Your paper will be graded based on the completeness and quality of your answers to the above questions. To adeptly answer the questions, it will be necessary to utilize and integrate relevant information from the assigned textbook chapters and People, Service, and Profit at Jesse Bank case. To clearly communicate your thoughts (individual or group), your paper needs to be well written. Hence, one consistent writing style and format is to be used throughout the paper. If you complete the assignment as part of a group, do not simply cut and paste answers from group members.

In addition, be sure to proofread and edit your paper. For your information, as the number of spelling, grammar, sentence structure, and formatting mistakes in an MBA student paper increases, my interest in reading the paper decreases exponentially, leading to a lower assignment grade. When doing the assignment, the questions must be answered in order and numbered. Assignment pages must be stapled together. A 20 percent penalty will be applied to an unstapled assignment. In addition, please type and double-space your answers using 12-point font. A 10 percent penalty will be applied to a single-spaced assignment.

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Papers will be collected at the beginning of class. Late papers will not be accepted. In addition, you will not be allowed to print your assignment after class begins. If you complete the assignment as part of a group, submit one paper for the group. Since students will be selected randomly to share their answers to the questions with the class, please bring an extra copy of your paper (individual or group) to class so that you will be prepared if you are asked to participate. If you have questions and/or concerns about the assignment, please see/contact me before the assignment due date.