You are to demonstrate your understanding of a selected set of services marketing theories/concepts through the preparation of a service experience report detailing a service you have experienced with links to (i.e., application of) relevant services marketing theories and concepts.

In your report, provide details of a specific service experience you have encountered (provide details of the date, time and duration of the service experience, the driver for its purchase and/or consumption, and other information that can help paint a clear picture of the service experience for the reader), and demonstrate your understanding of **TWO (2) of the following sets of services marketing concepts/theories/models** via its accurate and comprehensive application:

* Perceived risks
* Search, experience, and credence attributes
* Multi-attribute model for the evaluation of alternatives
* Servuction system
* Factors influencing expectations / zone of tolerance
* Drama/theater metaphor and role and script theory
* Expectancy-disconfirmation model of satisfaction.

Your report must be no more than four (4) pages in length (inclusive of all diagrams/tables and references), and should feature Times New Roman no smaller than size 12, and ‘1.5 lines’ spacing.

You will be assessed based on the clarity of your depiction of your service experience, and the accuracy and comprehensiveness of the application of theories/concepts/models most relevant to your service experience.

Finally, your work will also be assessed based on the overall presentation of the report (e.g., quality of diagrams, grammar/spelling, referencing and layout [including keeping to page limit]).

You must submit your report electronically via the Turnitin link in CANVAS (with a similarity index of**no greater than 10%**).