

UNIVERSITY OF CUMBRIA
COURSEWORK REASSESSMENT REQUIREMENT

Module Code: UCBP5004

Module Title: Services Marketing

Tutor: Dr Karam Al Mandil

Title of the item of work: Assessment 1 – Essay (Weighting 40%)

Wordage: 1000

Services tend to be differentiated from tangible goods by special characteristics (e.g. intangibility, inseparability, heterogeneity and perishability).

Your task is to select a service company of your choice and discuss how these characteristics apply to your chosen company. Your discussion should evaluate and assess the various strategies and solutions that can be used to offset or minimise the effects caused by these characteristics.

Note: your chosen company should be different from the companies you chose in previous attempts.

SUBMISSION DATE AS PER STUDENT PORTAL



To be submitted by **16:00 BST** on **12/08/2022** in accordance with instructions given by the course team.



To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in Word format.