

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 2 – Academic Journal Paper
(Weighting 60%)**

Wordage: 1500

The management of service experience has become a key challenge for companies nowadays. Write a document in the style of an academic journal paper investigating and analysing service experience and how it can be enhanced in a variety of service industries.

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.