Introduction to Marketing. How this Works: Create a report that summarizes the current status of customer service in the airline industry. As a marketer for a major airline, your company is facing difficulty providing acceptable service to the passengers and needs to find a way to emphasize the positive features of your airline’s service. Analysis Questions: Using the five variables of service quality (Chapter 12) as your guideline, what steps would you take (within your control) to close the gap between the level of service passengers expect and the level they have been receiving? How might you attract other customers? Would you give them a level of service that is different from other consumers who are flying with you? Word Count / Assignment Length: Assignment length requirements are usually given in terms of numbers of words. Include a word count (the number of words in your assignment) at the end of the assignment, before the references. Your assignment should not more than 10% under or over the prescribed word count. Remember that the title/title page, reference list and appendices are not included in the word count. Unless the instructor tells you that these limits are strict, it is normally acceptable to be 10% above or below this word limit (so, for example, a 1600-word assignment should be between 1440 and 1600 words). If the assignment uses the words “up to” (as in “up to 1600 words”) that means you met the assignment requirement. Be advised, the word limit does not include ‘administrative’ sections of the assignment: the cover or title page, table of contents, table of figures, reference list, list of works cited, bibliography, or any appendices. The word limit that you are given reflects the level of detail required. This means that if your assignment is too long, you're either taking too many words to explain your point or giving too many / too detailed examples. If your assignment is too short, either there is more to the answer than you have written or the assignment has not gone into enough detail about the answer. Cover Page: Create a cover page for this assignment that attracts the readers' attention and shows them a well-known brand logo. Not sure how this would look, review the sample papers below for ideas. Sample/Model Papers: Generous students have shared their work with you. Please use these as a reference for your own original work; the documents are not to be copied in any way. Review these carefully; these papers are a response to a different prompt than you see here. These documents may also contain the feedback I provided to the student so that you can see mistakes made as well as model work.