

Marketing

Contract	Term	Course	Contract Title	Contract Description
335108	Spring 2017	MKTG 3115	The Effectiveness of Social Media Marketing versus Traditional Marketing	In order to focus on a specific topic, I will first do readings and annotated bibliographies on scholarly readings that I find dealing with social media marketing versus traditional marketing. From then forth I will note variables that I find interesting and focus specifically on that factor (outcome, comparing industries, consumer outlook). My paper will be using that factor to compare social media marketing and traditional marketing.
335110	Spring 2017	MKTG 3125	The Mouse Aims to Please: An Analysis of Hong Kong Disneyland's Services	The Gaps Model of service quality analyzes the customer gap, which is the separation between a customer's expected level of service and their perceived level of service. The customer gap is, in turn, formed by four provider gaps. These four provider gaps are the listening gap, the service design and standards gap, the performance gap, and the communication gap. Another method of analysis is the SERVQUAL attributes. These attributes determine the reliability, responsiveness, assurance, empathy, and tangibles of a service provider. This project will take these concepts and apply them to all areas of Hong Kong Disneyland.
335111	Spring 2017	MKTG 3125	The Mouse Aims to Please: An Analysis of Hong Kong Disneyland Services	The Gaps Model of Service Quality is used to analyze quality of the service being provided. Quality of service impacts how satisfied a customer is with the service they receive, and customer satisfaction is extremely important because it has a positive correlation with customer loyalty. The Gaps Model begins with the customer gap, which is the difference between a customer's perceived service and the customer's expected service. This gap can be increased or decreased by changing what is happening in the four provider gaps: listening gap, service design and standards gap, performance gap, and communication gap. In some situations, the Gaps Model is not the best choice and the service may be better evaluated under the SERVQUAL Attributes, which are reliability, responsiveness, assurance, empathy, and tangibles.