**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 1: Activity 4**

**GROUP ACTIVITY**

**Services marketing**

Read the PDF of the article: Problems and strategies in services marketing by VA Zeithaml (‎1985), available at

www.problems+and+strategies+in+services+marketing%20(5).pdf

Referring to the section entitled ‘Discussion’ on page 43 of the article, critically evaluate the authors’ conclusions about differences amongst service firms and service marketing problems.

Be prepared to present your thoughts to the rest of the group.