

Module Title	The Customer Experience Manager <i>Sponsored by...</i>
Level	5
Reference No. (showing level)	
Credit Value	20 Credit
Student Study Hours	Contact hours: 60 Student managed learning hours: 140 Total: 200
Pre-requisite learning	Principles of Marketing
Co-requisites	
Excluded combinations	
Module co-ordinator	---
School/Division	School of Business, Division of Management, Marketing and People
Short Description	This is an optional module exploring the marketing activities and functions of service organisations. It will provide the student with an understanding of the integral nature of marketing within the service sector by focusing on current industry practices including input from service practitioners.
Aims	<p>The module aims to :-</p> <ul style="list-style-type: none"> • provide the student with an understanding of the integral nature of marketing within the service sector by focusing on current industry practices. • provide the student with an insight into the structure of highly competitive service industries • enable students to appreciate the importance of the marketing function in the service sector. • build knowledge of those elements which make up the service marketing mix. • provide information regarding current and emerging innovations within the sector from service practitioners • provide a basis for formulating service marketing strategy.
Learning Outcomes	<p>On completion of this module students will be able to:-</p> <p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Understand theories of services marketing and the relationships and interactions that occur between service providers and consumers. • Be aware how marketing decisions influence the effectiveness of service operations <p>Intellectual Skills:</p> <ul style="list-style-type: none"> • Apply marketing knowledge in a service setting • Demonstrate a proficiency in range of techniques related to service marketing and competitive analysis. • Synthesise and apply appropriate knowledge and skills to service marketing problems and generating appropriate recommendations. • Undertake research as a team

	<p>Practical Skills:</p> <ul style="list-style-type: none"> • Think independently and creatively • Gather, analyse and evaluate marketing data and information. • Collect and deliver information using a range of resources including written, oral and electronic. • Work within time constraints • Think independently and creatively <p>Transferable Skills:</p> <ul style="list-style-type: none"> • Problem solve more effectively • Work successfully with others and sustain team relationships. • Develop written and oral business communication skills. • Use information technology effectively for both presentation purposes and to collect marketing information and data.
Employability	<p>Service industries such as retail, tourism & hospitality amongst others, offer some of the best career opportunities for students as many western economies have very strong service sectors which account for a large part of the countries' GDPs. The range of marketing job opportunities in the service sector is very wide and diverse.</p>
Teaching and learning pattern	<p>This module will be delivered via a weekly 2 hour lecture and a 2 hour seminar.</p> <p>Seminars will generally follow the lecture topics, aiming to give students further opportunity to understand, develop and practice the concepts and skills delivered in the lectures. Seminar sessions will include the use of case studies, video material and exercises as well as sessions run by practitioners from the National Trust and a shopping centre manager designed to highlight current industry practices.</p> <p>A range of blended learning techniques will also be implemented using the VLE to further support teaching and learning.</p> <p>Guest speakers are also invited, when possible, to elaborate on topical issues related to the subject matter. As an example the s organisation that may contribute to this module could be HSBC.</p>
Indicative content	<p>The service sector Key industries within the service sector Classification of services Service characteristics including intangibility, perishability, variability, inseparability and non-ownership The marketing mix for services- the 7 P's People The service encounter and consumer experiences Service design Service quality Researching service quality and customer satisfaction Loyalty and relationship building in the service sector Product selection and merchandising Merchandise manager practitioner input Making services accessible to consumers.</p>

	On-line services International services marketing								
Assessment <i>Elements & weightings</i>	<p>Formative assessment:- Students will receive formative feedback both informally within seminar and workshop activities as well as formal responses to preliminary work for summative assessment.</p> <p>Summative assessment:- This module will be 60% coursework assessed and 40% exam assessed.</p> <p>Students are required to complete:-</p> <table> <tr> <td>A group oral presentation (20-25 mins)</td><td>30%</td></tr> <tr> <td>and an individual written report (2,000 words)</td><td>30%</td></tr> <tr> <td colspan="2">based on a service organisation and its current trading operations.</td></tr> </table> <table> <tr> <td>A 2 hour open book exam.</td><td>40%</td></tr> </table>	A group oral presentation (20-25 mins)	30%	and an individual written report (2,000 words)	30%	based on a service organisation and its current trading operations.		A 2 hour open book exam.	40%
A group oral presentation (20-25 mins)	30%								
and an individual written report (2,000 words)	30%								
based on a service organisation and its current trading operations.									
A 2 hour open book exam.	40%								
Indicative Sources <i>(Reading lists)</i>	<p>Core Reading:</p> <p>Wilson et al. (2016) <i>Services Marketing; Integrating Customer Focus Across the Firm</i>, McGraw-Hill Education Palmer, A. (2014) <i>Principles of Services Marketing</i>. McGraw Hill Education</p> <p>Background Reading:</p> <p>Gowerek, H and McGoldrick, P. (2015) <i>Retail Marketing Management</i>. McGraw Hill Education Zeithaml, V (2012) <i>Services Marketing</i>. McGraw Hill Education</p> <p>Optional Reading:</p> <p>Burns, T. and Sinfield, S. (2012) <i>Essential Study Skills: the Complete Guide to Success at University</i>. SAGE. Cottrell, S. (2015) <i>The Study Skills Handbook</i>. Palgrave Study Skills. Palgrave Macmillan. Gallager, K (2016) <i>Essential Study and Employment Skills for Business and Management Students</i>. Oxford University Press</p>								