



**London
South Bank
University**

EST 1892

Module Guide

The Customer Experience Manager

BBM_5_CEM

School of Business

Level 5

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1. MODULE DETAILS

Module Title:	The Customer Experience Manager
Module Level:	Five
Module Reference Number:	BBM_5_CEM
Credit Value:	20 credits
Student Study Hours:	200
Contact Hours:	60
Private Study Hours:	140
Pre-requisite Learning (If applicable):	Principles of Marketing
Co-requisite Modules (If applicable):	N/A
Course(s):	BA (Hons) Marketing Program
Year and Semester	2019/2020 Semester Two
Module Coordinator:	Helen Aston
MC Contact Details (Tel, Email, Room)	Telephone: 07909 534293 Email: astonh@lsbu.ac.uk
Teaching Team & Contact Details (If applicable):	N/A
Subject Area:	Marketing
Summary of Assessment Method:	100% Coursework - 50% Individual Report (2000 words) - 50% Timed In-Class Essay Test
External Examiner appointed for module:	Irene Brew-Riverson

2. SHORT DESCRIPTION

This is an optional module exploring the marketing activities and functions of service organisations and their relationships with customers. 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.

3. AIMS OF THE MODULE

The module aims to :-

- 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 customer and 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 and customer experience marketing strategy.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

On completion of this module students will be able to:-

A1. Discuss theories of services marketing and the relationships and interactions that occur between service providers and consumers.

A2. Demonstrate how marketing decisions influence the effectiveness of service operations

4.2 Intellectual Skills

On completion of this module students will be able to:-

B1: Apply appropriate knowledge and skills to service marketing problems and generate relevant recommendations.

B2: Conduct research and analyse information relating to a specific service situation.

4.3 Practical Skills

On completion of this module students will be able to:-

C1: Gather and deliver marketing data and information and present information using a variety of techniques.

4.4 Transferable Skills

On completion of this module students will be able to:-

D1: collect and synthesise information to inform a choice of solutions to problems in unfamiliar contexts.

5. ASSESSMENT OF THE MODULE

Students are required to complete:

Individual presentation	Formative assessment
Individual written report (2,000 words)	Summative assessment – 50%
In class debate	Formative assessment
Timed in class essay test	Summative assessment – 50%

Students must obtain a minimum of 30% in each element of the summative assessment and 40% overall.

Assessment Schedule:

Individual presentation	10 th March	Week 7
Individual written report	2 nd April	Week 10
In class debate	28 th April	Week 11
Timed In-Class Essay Test	5 th May	Week 12

Learning Outcomes

On completion of the assessment students will be able to:

- conduct and gather information from a range of primary & secondary sources
- identify and assess current service marketing activities
- offer strategic marketing recommendations
- debate differing viewpoints regarding service marketing activities
- compile a business report

Coursework One

Individual Presentation (Formative) and Individual Written Report (Summative)

Aims

The assessment aims to develop the students understanding of those areas of marketing specific to a service company which impact on the customer experience. It also focuses on developing the student's current understanding of the many areas impacting on current service operations.

Task

Select a national or international service organisation trading in the UK whose marketing activities you would wish to research (this company must be agreed with the module leader) and:-

1. Comment on and critically evaluate current practices within the organisation concerning the 3 additional elements of the marketing mix associated with services marketing ie people, process and physical evidence. A more detailed list of areas you should consider can be found on page 8.
2. Based on the information obtained present strategic recommendations and improvements you think the company should make relating to the areas of people, process and physical evidence.

Individual Presentation (Formative) Tuesday 10th March

Present your key findings in class during a 5 minute presentation (the timing must be strictly adhered to). A copy of the slides should be presented to the seminar tutor at the beginning of the presentation.

Individual Written Report (Summative) - Thursday 2nd April

Compile a 2,000 word written individual report.

NB The written report should be a more detailed account with significantly more attention paid to critical analysis and detailed discussion as well as referencing and the compilation of a bibliography. The report should take into consideration any feedback given by the tutor following the presentation.

The report should be submitted via Moodle. Coursework and submission guidelines can be found at <https://my.lsbu.ac.uk/page/exams-assessments-coursework-deadline>.

The university has a strict policy on late and non-submission of coursework and on claiming for mitigating circumstances. Please see <https://my.lsbu.ac.uk/page/exams-assessments-coursework-deadline> for further details.

Marking Scheme

Depth of research	30%
Subject knowledge including recommendations	25%
Critical analysis & discussion	25%
Presentation	10%
Referencing	10%

Depth of research

Information should be obtained from a variety of secondary and primary sources including books, journals, newspapers, annual reports, interviews, questionnaires etc.

Subject knowledge including recommendations

Information should be relevant according to the brief. Marks will be awarded for originality and an obvious understanding of the theoretical concepts. Recommendations should be original, relevant and linked to findings.

Critical analysis & discussion

Information should be analysed and intelligently evaluated; and **NOT** presented in a purely descriptive manner.

Presentation

Marks will be awarded for presentation, format, attention to detail, grammar and spelling.

Referencing

Both the presentation and the written report should be fully referenced using the Harvard System with a properly constructed bibliography.

Examples of areas to be considered for Coursework One

Process

Process design – moments of truth
Level of customer participation
Level of contact
Process management
Use of scripts
Evidence of flowcharts/blueprinting
Use of technology etc

Physical Evidence

Servicescape
Internal and External design
Evidence of other tangibles
Atmosphere/Ambience
Lighting
Scent
Colour
Sound
Spatial Layout
Signage
Mood/Functionality
Website
Uniforms etc

People

Role of the employee
Internal marketing activities eg internal communications
Recruitment/selection
Training
Motivation/participation
Controlling/empowerment
Management of customer-to-customer relationships etc

NB Please note this is a guide to areas you should consider – you are not expected to include information on every single aspect. Similarly you may wish to include other information relative to the brief which is not listed above.

Coursework Two

Debate – 28th April

Students will be presented with 3 motions to debate. Students will be divided between those for and against the motion and asked to present their case. These will be the same subjects that will be offered in the in class test.

Timed In-Class Test – 5th May

The in class test will consist of three questions of which two are to be answered in essay style format offering critical analysis and up-to-date examples. This is a seen paper which will be released to students 5 weeks prior to the test date. The test is 2 hours in duration.

6. FEEDBACK

Feedback for the formative presentations and debate will be given immediately.

Feedback following submission of the individual summative report will be placed on the module Moodle site.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

- The service sector
- Service characteristics
- The marketing mix for services- the 7 P's
- People, Process & Physical Evidence
- The service encounter and consumer experiences
- Service design & customer satisfaction
- Service quality
- Loyalty and relationship building in the service sector
- Product selection and merchandising

7.2 Overview of Types of Classes

This module will be delivered via a weekly 2 hour lecture and a 2 hour seminar. 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 guest speakers.

A range of blended learning techniques will also be implemented using the VLE to further support teaching and learning.

7.3 Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process is extremely important for this module. Students are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas. Students will be encouraged to identify for themselves particular problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

7.4 Employability

Service industries offer some of the best career opportunities for students as many western economies have very strong service sectors. The range of marketing job opportunities in the service sector is very wide and diverse.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week 1 Services, Services Marketing & Customer Experience

Lecture: Introduction to services marketing. Characteristics of services. The marketing mix for services. The importance of the customer experience.

Seminar: Familiarisation of the module guide and moodle site
Introduction to the coursework

Core reading: Wilson et al Chapter 1
Wirtz & Lovelock Chapter 1

Self study: Core text reading for this and next week.

Week 2 Process & Service Encounters

Lecture: Service encounters and moments of truth. Designing service processes including blueprinting.

Seminar: Business librarian - library search and information session. Service organisations for assessment discussed.

Core reading: Wilson et al Chapters 4&8
Wirtz & Lovelock Chapters 2&8

Self study: Core text reading for next week.

Week 3 People

Lecture: Managing people for service advantage. The roles of employees and customers in service delivery

Seminar: People case study/video and customer experience discussion
Service organisations for the assessment to be agreed.

Core reading: Wilson et al Chapters 11&12
Wirtz & Lovelock Chapter 11

Self study: Core text reading for next week
Work on coursework

Week 4	Physical Evidence
Lecture:	The service environment/servicescape. Spatial layout and functionality.
Seminar:	Academic writing and presentation support.
Core reading:	Wilson et al Chapter 10 Wirtz & Lovelock Chapter 10
Self study:	Core text reading for next week Work on coursework
Week 5	The Other 4Ps
Lecture:	Service products (including merchandising) , distribution, pricing and promoting services.
Seminar:	Service case study/video
Core reading:	Wilson et al Chapter 13,16 &17 Wirtz & Lovelock Chapter 4,5 & 6
Self study:	Core text reading for next week Work on coursework
Week 6	Service Quality
Lecture:	Customer expectations and perceptions of service. Gaps in service design and delivery.
Seminar:	Work on presentations in class
Core reading:	Wilson et al Chapters 3,4&5 Wirtz & Lovelock Chapter 14
Self study:	Core text reading for next week Work on coursework
Week 7	Presentations
Self study:	Core text reading for next week Work on coursework
Week 8	Researching Service Quality & Customer Satisfaction
Lecture:	Measuring service quality and listening to customers. SERVQUAL
Seminar:	Case study/video
Core reading:	Wilson et al Chapter 6 Wirtz & Lovelock Chapter 14
Self study:	Work on coursework

Week 9 **Relationship Marketing**

Lecture: Managing relationships & building loyalty. Customer Relationship Management.

Seminar: Brandmovers

Core reading: Wilson et al Chapter 7
Wirtz & Lovelock Chapter 12

Self study: Core text reading for next week
Work on coursework

Week 10 **Service Recovery**

Lecture: Complaint handling and customer service.

Seminar: Individual report Q & A. Debate/test questions given out.

Core reading: Wilson et al Chapter 15
Wirtz & Lovelock Chapter 13

Self study: Work on debate/timed test.

EASTER BREAK

Week 11 **Debate**

Self study: Preparation for timed test

Week 12 **Timed Test**

9. STUDENT EVALUATION

As a result of the TESTA exercise the module's assessment has changed and there is now no formal exam. Also the library session will now concentrate more on journal research following course board feedback.

10. LEARNING RESOURCES

Reading List

<https://rl.talis.com/3/lbsu/lists/C35E77C9-4CB8-C9C0-A8FF-251B6ABEEDAD.html>

Core books

Pennington, A. (2016) *The customer experience book: how to design, measure and improve customer experience in your business*. Harlow, England: Pearson.

Available from: <http://0-lib.myilibrary.com.lispac.lbsu.ac.uk?id=953439>

Wilson, A., Zeithaml, V. A., Bitner, M. J. and Gremler, D. D. (2016) *Services marketing: integrating customer focus across the firm*. Third European edition. Maidenhead, Berkshire [UK]: McGraw-Hill Education.

Wirtz, J., Chew, P. and Lovelock, C. H. (2016) *Essentials of services marketing*. Third edition. Harlow: Pearson

Optional books

Egan, J. (2011) *Relationship marketing: exploring relational strategies in marketing*. 4th ed. New York:

Palmer, A. (2014) *Principles of services marketing*. 7th edition. Maidenhead: McGraw-Hill Education/Higher education.

Peelen, E. and Beltman, R. (2013) *Customer relationship management*. Second edition. Boston: Pearson. Available from: <http://0-www.myilibrary.com.lispac.lbsu.ac.uk?id=515960>