

MODULE SPECIFICATION FORM

Module Title: Customer Power	Level: 7	Credit Value: 10
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Module code: BUS768	Cost Centre: GAMP	JACS2 code: N500
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Semester(s) in which to be offered: N/A	With effect from: November 2015
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Office use only: To be completed by AQSU:	Date approved: July 2013 Date revised: November 2015 Version no: 2
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Existing/New: Existing	Title of module being replaced (if any):
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Originating Department: Business and Management	Module leader: Claire Blanchard
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Module duration (total hours): 100	Status: core/option/elective (identify programme where appropriate): Core
Scheduled learning & teaching hours: 25	
Independent study hours: 75	
Placement hours: 0	

Percentage taught by Departments other than originating Department (please name other Departments):	None
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Programme(s) in which to be offered:	Pre-requisites per programme (between levels):	Co-requisites per programme (within a level):
Executive Master of Business Administration	None	None

Module Aims

This module will enable students to demonstrate the application of a strategic market analysis with an array of analytical tools.

They will critically analyse how the motivation literature can shape an organizations marketing strategy and develop comprehensive knowledge of the theories that seek to explain how consumers perceive product value. Students will develop a critical understanding of the factors that influence consumer behaviour. A critical analysis and evaluation of the competing theories that explain consumer motivation will be undertaken.

Expected Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Critically assess and evaluate the application of marketing concepts, models and theories.
2. Construct and develop marketing plans utilising all elements of the marketing mix.

Transferable/Key Skills and other attributes:

- Use information and knowledge effectively in order to abstract meaning.
- Solve complex problems using appropriate decision-making techniques.
- Communicate effectively using listening, oral, written and media techniques.
- Effectively use Communications Information Technology tools and packages.
- Demonstrate effective performance within a team environment.
- Select appropriate leadership styles for different situations.
- Recognise and address ethical dilemmas and corporate social responsibility issues.
- Manage creative processes, organise, synthesise and critically appraise.

Assessment

Assessments are designed to assess knowledge and understanding of key concepts and issues, to involve the exercise of critical judgement and to examine the student's capacity to integrate theory and practice.

Students are encouraged to review practice over a range of organisational contexts, showing awareness of their variety and will be expected to develop solutions to problems or answers to questions within to their own or other organisations. Students should demonstrate awareness of current thinking, research or best practice in support of their arguments and that their solutions can be implemented within organisations. An indicative assignment for this module could be "Discuss how the wider marketing environment has shaped your organisation's marketing strategy"

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
One:	1,2	Report	100%	N/A	2,000

Learning and Teaching Strategies

Teaching will be delivered via workshops in which students will play a substantial role. In order to make the session as relevant to their business environments as possible, content will be partly driven via input from the students, who will be asked to provide real-life examples from their own businesses for the group to work on. Tools within the workshop will include presentations, tutor-led discussions, creative pattern-breaking tools and team exercises.

Syllabus Outline

1. Segmentation and Positioning: Identifying the right consumer with the right product offering.
2. Cultural and Social Factors: How the environment shapes consumer behaviour.
3. The external environment: How the business environment should influence the marketing strategy.
4. Consumer Motivation: Understanding the drivers of consumer behaviour.
5. Perceived Customer Value: Understanding how consumers perceive value.
6. Relationship Marketing: Developing a bond with your customer.

Bibliography

Essential reading:

Saunders, J., Armstrong, G., Kotler, P., Wong, V., & Wood, M.B. (2010) Principles of Marketing (5th edn). New Jersey, U.S.: Prentice Hall.

Other indicative reading:

Baines, P., Fill, C., Page, K., (2010) Marketing, Oxford, U.K.: Oxford University Press.

Blythe, J. (2013) Consumer Behaviour: 2nd Edition. Sage Publications, London

Cravens, D.W., & Piercy, N. (2012) Strategic Marketing (10th Ed.) New York, NY: McGraw-Hill Higher Education.

Hooley, G., Nicoulaud, B., & Piercy, N. (2011) Marketing Strategy and competitive positing. New Jersey, U.S.: Prentice Hall.

Kotler, P., Keller, K.L. Brady, M., Goodman, M., & Hansen, T. (2012) Marketing Management. London, U.K.: Pearson.

West, D., Ford, J., & Ibrahim, E. (2010) Strategic Marketing: Creating Competitive Advantage. Oxford, U.K.: Oxford University Press.

Journals:

- European Journal of Marketing
- Journal of Marketing
- Journal of Marketing Management
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Marketing Letters
- Marketing Science
- Marketing Science