

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Customer Continuity and Growth	<b>Level:</b>	7	<b>Credit Value:</b>	15
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<b>Module code:</b>	BUS797	<b>Is this a new module?</b>	Yes	<b>Code of module being replaced:</b>	
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<b>Cost Centre(s):</b>	GAMP	<b>JACS3 code:</b>	N500
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<b>With effect from:</b>	September 18
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<b>School:</b>	Business	<b>Module Leader:</b>	Tracy Powell
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Scheduled learning and teaching hours	24 hrs
Guided independent study	126 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	150 hrs

<b>Programme(s) in which to be offered</b>	Core	Option
Executive MBA	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval: April 17

APSC approval of modification: *Enter date of approval*

Version: 1

Have any derogations received LTQC approval?

Yes  No  N/A

**Module Aims**

The overarching aim of this module is to critically examine the tools and techniques used to create successful customer growth in all contexts including B2C B2B B2G G2C and G2B. In so doing students will develop a critical understanding of the factors that influence consumer behaviour and evaluate the literature and competing theories that explain consumer motivation and customer relationships. Students will also be able to analyse an organisations marketing strategy and demonstrate the application of key elements concepts and tools within the business environment.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

		Key Skills	
1	Critically evaluate how communication strategies can meet marketing objectives	KS1	KS3
		KS5,6	
2	Critically assess the application of marketing concepts models and theories	KS2	KS3
		KS4	KS5,6
		KS7	KS9, 10
3	Construct and develop marketing plans utilising key elements and marketing principles	KS3	KS4
		KS7	KS5,6
		KS8	KS9

Transferable 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:**

Students are encouraged to review and analyse the practice within their own organisation and will be expected to develop strategies that can be implemented. Students will be required to complete a portfolio for their current organisation where they will review and analyse current practice and will be expected to develop strategies that can be implemented in order to improve customer engagement. Students need to consider the implications of their recommendations and should demonstrate awareness of current thinking, research or best practice in support of their arguments.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3	Portfolio	100%		3000

**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.

Students will be asked to provide real-life examples from their own businesses for the group to work on using the theory presented within the workshop.

Tools used will include presentations, tutor-led discussions and team exercises.

**Syllabus outline:**

1. Marketing strategy: Analysing the macro and micro environment.
2. Segmentation and targeting: Identifying your customers
3. Consumer Motivation: Understanding buyer behaviour
4. Differentiation and creating value for Target Customers
5. Relationship marketing: Engaging and communicating with customers using digital platforms

**Bibliography:**

**Essential reading**

Kotler, P. and Armstrong, G. (2016) *Principles of Marketing: Global edition* (16th edn). Harlow U.K: Pearson

**Other indicative reading**

Baines, P., Fill, C. and Page, K. (2014), *Marketing*. 3rd ed. Oxford, U.K.: Oxford University Press.

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

Chaffey, D. and Ellis-Chadwick, F. (2016), *Digital Marketing*. 6th ed. London, U.K.: Pearson

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

Fill, C. and Turnbull, S. (2016), *Marketing Communications: Discovery, Creation and Conversations*. 7th ed. Harlow, Pearson.

Hooley, G., Nicoulaud, B. and Piercy, N. (2011), *Marketing Strategy and Competitive Positioning*. 5th ed. New Jersey, U.S.: Pearson FT/Prentice Hall.

Kotler, P., et al. (2016), *Marketing Management*. 15th ed. London, U.K.: Pearson.

Journals:

- European Journal of Marketing
- Journal of Marketing
- Journal of Marketing Management
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Journal of Consumer Psychology

Website:

Chartered Institute of Marketing [www.cim.co.uk](http://www.cim.co.uk)