

## Module specification

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*Refer to the module guidance notes for completion of each section of the specification.*

Module code	BUS7B33
Module title	Customer Continuity and Growth
Level	7
Credit value	15
Faculty	FSLS
Module Leader	Dr Alexis Mason
HECoS Code	100079
Cost Code	GABP

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MBA Marketing	Core
MBA	Option

### Pre-requisites

A first degree and appropriate work experience.

### Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>15 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	135hrs
<b>Module duration (total hours)</b>	<b>150 hrs</b>

<b>For office use only</b>	
Initial approval date	08/09/2021
With effect from date	08/09/2021
Date and details of revision	
Version number	1

## Module aims

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The overarching aim of this module is to critically examine the tools and techniques used to create successful customer growth in all context. In doing so students will develop a critical understanding of the factors which influence consumer behaviour and evaluate the literature and relevant theories which explain consumer motivation and customer relationships. Students will also be able to analyse an organisation's marketing strategy and demonstrate the application of key elements concepts and tools within the business environment.

## Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically evaluate how communication strategies can meet marketing objectives
2	Critically assess the application of marketing concepts, models and theories
3	Construct and develop marketing plans utilising key elements and marketing principles

## Assessment

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### Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

**Assessment 1: Company Analysis.** Students will discuss the background analysis to a company of their choice with reference to the strategic communication strategies and how they align with their marketing objectives. A critically evaluation against relevant concepts models and theories will support and justify their conclusions. (1000 words)

**Assessment 2: Strategy Implementation Plan.** With focus on customer continuity and growth, students will develop a strategic implementation plan which will outline how the company will implement their new marketing strategy based off assessment 1. The plan will consider key elements and marketing principles to support their answers. (2000 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 , 2	Written Assignment	40
2	3	Written Assignment	60

## Derogations

None

## Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

## Indicative Syllabus Outline

- Marketing strategy: Macro and micro environment
- Segmentation and targeting: Identifying your customers
- Consumer motivation: Understanding buyer behaviour
- Differentiation and creating value for target customers
- Relationship marketing

## Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

### Essential Reads

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

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. [Click here to read more about the Glyndwr Graduate attributes](#)

**Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

**Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

**Practical Skillsets**

Digital Fluency  
Organisation  
Critical Thinking  
Communication