

Module Code:	ONL708
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Module Title:	Customer Continuity and Growth
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Level:	7	Credit Value:	15
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Cost Centre(s):	GABP	<u>JACS3</u> code:	N100
		<u>HECoS</u> code:	100079

Faculty	SALS	Module Leader:	Dr Alexis Mason
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Scheduled learning and teaching hours	15 hrs
Guided independent study	135 hrs
Placement	0 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MBA Marketing (Online)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MBA (Online)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
A first degree with appropriate work experience

Office use only

Initial approval: 25/01/2019

Version no: 1

With effect from: 03/06/2019

Date and details of revision: Jan 2021 - updated reading list

Version no: 2

Module Aims

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.

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

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.*

Derogations

None

Assessment:

Indicative Assessment Tasks:

Students will be required to review and analyse the practice within an organisation of their choice and will be expected to develop relevant strategies which can be implemented. Students will be required to complete this in the form of a report which will be achieved in three stages

1. Background to company
2. Analysis of company
3. Development of strategies and implementation plan (Final report)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1	Report	25 %	750
2	2	Report	25 %	750
3	3	Report	50%	1500

Learning and Teaching Strategies:

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the six-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a help-line for additional support and chat facilities through Canvas for messaging and responding.

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:

Essential reading

Kotler, P. and Armstrong, G. (2018) *Principles of Marketing: Global edition* (17th 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: 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