

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	ONL708
Module Title	Customer Continuity and Growth
Level	7
Credit value	15
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	NA

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MBA (Online)	Core
MBA Marketing (Online)	Core

Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	15 hrs
Placement hours	0 hrs
Guided independent study hours	135 hrs
Module duration (Total hours)	150 hrs

Module aims

The overarching aim of this module is to critically examine the tools and techniques used to create successful customer growth in contexts. 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 models and frameworks for customer retention, continuity and growth.
2	Critically assess the ethical implications of customer continuity and growth strategies.
3	Using relevant models, frameworks or theories, formulate a customer continuity and growth strategy that will enhance customer loyalty.

Assessment

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:

Write a power point presentation (6 slides). Using an organisation of your choice present the following

Introduction	Define customer continuity and growth and examine why communications strategies are critical to these.
Theoretical Framework	Critically examine the key theoretical frameworks and their role in achieving continuity and growth.
Analysis	Examine the similarities between the frameworks and their differences.
Evaluation	Using a theoretical framework of your choice, conduct a SWOT analysis. Evaluate how the SWOT analysis of this framework will generate strategic customer continuity and growth actions.
Recommendations	Assess the impact of your evaluation on your chosen organisation's customer lifecycle and retention strategies.

Assessment 2:

Write a written report, this assessment has two parts:

Part 1 – Reflective Assessment (LO2)

Present a written reflective assessment of the ethical implications of customer continuity and growth strategies. Through evaluation of your own learning, consider the impact, actions and outcomes of ethical dilemmas and challenges, and examine what further learning you would undertake to ensure your customer continuity and growth strategies are compliant, sustainable and fair.

Part 2 – Strategic Plan (LO3)

Develop a strategic plan or diagram. This should be a comprehensive roadmap, outlining the



chosen organisation's goals and priorities for your customer continuity and growth strategy, and what specific actions are needed to achieve them.

Using insights from your reflection in Part 1, identify an appropriate theoretical model or framework as the basis of your strategic plan or diagram.

Applying your chosen model, consider the use of data driven insights, technologies and innovation, and integrate sustainable principles into your strategy, to maximise customer loyalty and drive. Summarise in a written statement how your chosen theoretical model or framework has provided the foundation to connecting existing theories with practical application.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1	Presentation	800	40%	N/A
2	2, 3	Written Assignment	1,200	60%	N/A

Derogations

None

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, requiring the students to log-in and engage on a regular basis throughout the eight-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.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

Foundations of customer continuity and growth

Theoretical frameworks, models and concepts



Relationship marketing and loyalty frameworks
 Communications strategies for continuity and growth
 Technology and innovation
 Ethical and sustainable practices
 Analytics for continuity and growth
 Strategic integration

Indicative Bibliography

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

Essential Reads:

Ahmad, B. and Akbar, M.I.u.D. (2023), 'Validating a Multidimensional Perspective of Relationship Marketing on Brand Attachment, Customer Loyalty and Purchase Intentions: A Serial Mediation Model', *Journal of Strategic Marketing*, Vol.31, No.3, pp. 669–692. DOI: 10.1080/0965254X.2021.1969422.

Kotler, P., Armstrong, G. and Balasubramanian, S. (2023), *Principles of Marketing, Global Edition*. 19th ed. Harlow: Pearson Education, Limited.

Simanjuntak, R. and Margono, H. (2022), 'Analysis of Learning and Growth, Business Processes, Costs and Service Innovation on Customer Loyalty with Customer Satisfaction as an Intervening Variable', *Majalah Ilmiah Bijak*, Vol.19, No.2, pp. 230–241. DOI: 10.31334/bijak.v19i2.2424.

Other indicative reading:

Nair, S.R. (2009), *Consumer Behaviour and Marketing Research (Text and Cases)*. Chandi Chowk: Global Media.

Administrative Information

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Initial approval date	25/01/2019
With effect from date	03/06/2019
Date and details of revision	01/2021 Reading list update 01/2026 Modification to assessment strategy and updates to module aims, syllabus and bibliography 02/26 Administrative correction to Learning strategy and removal of formative assessment.
Version number	4

