

MODULE DESCRIPTOR

MODULE TITLE	Understanding and Managing Customers		
Module Code	25-4082-00L		
Level	4		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Coursework 50% Exam 50%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern: <i>Please specify</i>
YES	YES - FT	YES - PT	

1 MODULE AIMS

The aims of this module are to:

- encourage students to explore the concepts of customer orientation and service quality;
- help students identify and understand who the customers are and how they behave;
- help students recognise the role of customer relationship management;
- begin to introduce students to the philosophy of marketing which will be developed at subsequent levels.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Define concepts and principles associated with the customer behaviour and expectations;
2. Explain how the changing dynamics and nature of the business environment has led to a rise in the importance of customer service;
3. Analyse the market place to identify trends and developments;
4. Identify and discuss the management of customers; and
5. Apply theoretical techniques to practical situations.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Teaching and learning will take place in both large and small groups. Within the small group situations, students will work through problems, cases and scenarios and work collaboratively with their peers.

The module assessment is set to test both knowledge of the subject matter and to reward the ability to apply appropriate planning and techniques to given research situations.

Assessment will be by way of examination and individual coursework assessment.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	Portfolio of group presentation and written group report, 2,500 words max.	No
2	Exam	EX	50%	2 Hours	No

4 INDICATIVE MODULE CONTENTS / TOPICS

Business environment dynamics.

- Recent changes in the business environments which have led to the rise in the service quality movement.

Customer orientation and the marketing concept

- Definition of customer orientation;
- The rationale for a customer orientated approach; and
- The marketing concept.

Understanding the customer

- Understanding consumer behaviour;
- Techniques in market and marketing research, focusing on the role and use of secondary research;
- Customer behaviour and understanding the role of the customer from an organisation's point of view;
- The role of critical success factors; and
- The philosophy and bases of segmentation and targeting consumers.

The move towards service quality/differentiation

- The concept of service quality;
- The service quality movement; and

Service quality as a method of differentiation.

Customer Service

- The attraction, retention and regaining of customers; and
- The development of customer relationships;

Moving from philosophy to tactics

- Structuring the market information for organisational use

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION CAN BE FOUND IN

- Module Guide
- Assessment Briefs
- Blackboard Site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
---	---------------

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review