



MODULE SPECIFICATION

Part 1: Information			
Module Title	Delivering Customer Requirements		
Module Code	UMKD49-15-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	MSc International Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>You will cover:</p> <p><i>Introduction: Fundamental concepts in delivering customer requirements</i></p> <ul style="list-style-type: none"> • Linking Operations and Marketing — customers and customer satisfaction • The marketing concept, marketing orientation • Operations, transformation, performance objectives, supply chain <p><i>Customers and competitors:</i></p> <ul style="list-style-type: none"> • Positioning the organisation to meet customer requirements • Segmentation, targeting, positioning <u>and cultural factors</u> • Competition and cooperation <u>in a UK and global context</u> <p><i>Developing and delivering products and services</i></p> <ul style="list-style-type: none"> • Products: life-cycle, design and quality • Product marketing: Transactional marketing & the marketing mix • Service: the concept, service quality, gap analysis, zone of tolerance • Service marketing: service oriented thinking, people, process and physical evidence • Managing operations & business excellence, including total quality management, and lean and agile supply • Measuring and improving the satisfaction of customers • Managing demand and capacity • Process, layout and volume/variety decisions • Managing customers <u>across cultures</u>: channels, relationship marketing

Managing the customer strategy

- Operations strategy: PO trade-offs, importance/performance matrix
- Marketing strategy, national and global: –stages of planning, implementation

Learning in the module is achieved through a combination of class-based activity and independent study. The classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a wide range of participative activities including case studies, problem-solving activities and group discussion. The sessions require a significant amount of preparation by the students in advance and they are issued with a course handout detailing the overall aims of the module together with expected reading and questions to be addressed.

Students are encouraged to relate the knowledge and skills gained through the course to the working environment in a creative way and to find competent solutions to current issues in delivering customer requirements in both internal and external market contexts. The independent study includes both preparatory reading for class sessions as well as reading that expands and deepens knowledge obtained through the class sessions. Resources such as the University Library will aid learning.

Part 3: Assessment**Assessment Strategy**

The vehicle for assessment on this module comprises two elements:

- **Component A Journal (60%)**
- **Component B Individual Report (40%)**

Assessment strategy

This assignment is designed to test the following:

- Student's ability to draw on knowledge and understanding of key customer delivery and marketing issues in order to critically evaluate their impact and importance in a relevant contemporary context.
- Student's ability to consider, evaluate and synthesise the relevant service marketing literature and theory as it applies to real world scenarios
- Student's awareness of the subtle and complex marketing dilemmas facing today's globally-oriented companies and markets and their ability to recommend realistic programmes of action
- Student's ability to independently construct and progress a coherently communicated argument.

The task

- The assessment has been designed to give students the opportunity to demonstrate learning in an applied setting. Students will focus on an organisational system or subsystem and appraise how well it Delivers Customer Requirements. Further, they will be able to use their knowledge from the module to aid their analysis and to provide workable recommendations that will enhance the ability of the system or subsystem to Deliver Customer Requirements.

The journal/diary (component A). Students will be expected to record their experiences of the services they encounter (up to 10) from a services marketing and operations perspective. The journal is designed to help students to understand customer service expectations, and why as consumers, we are sometimes satisfied or dissatisfied with the service experience from a marketing and operational perspective. By recording and analysing their experiences, particularly in reference to the theories, tools and techniques of services marketing and operations, students should begin to discover what is truly needed to deliver customer requirements. Students will apply relevant models and theory to the service examples that they record. It is expected that the journal will include details, which reflect the nature of the taught content of the module and will be presented in a diary/reflective journal format.

To ensure that the assessment is the student's own work, the marketing and operations lecturers will dedicate a portion of the lecture contact time each week to discussing the assessment and the student's latest service journal entries. Students will be expected to present their weekly journal entries and explain which services marketing and operations theory are applicable and what they have learnt from the service/s they have observed and recorded that week.

The journal will be a combination of recent engagements at local (Bristol) establishments and international ones. Students will be encouraged to produce photo evidence or a video blog as part of the journal. These measures should mandate originality and prevent re-use among the cohort.

Individual Report 2000 words (Component B). Students will choose two of the service encounters from the reflective diary and provide solutions to the problematic issues they have observed. They will be able to use their knowledge from the module to aid their analysis and to provide workable recommendations that will enhance the ability of the system or subsystem to meet customer needs.

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	60%	40%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Journal	100%	
Component B Description of each element	Element weighting (as % of component)	
1. An individual assignment (2000 words)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Journal	100%	
Component B Description of each element	Element weighting (as % of component)	
2. An individual assignment (2000 words)	100%	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of key marketing and operations management theory in relation to delivering customer requirements <u>from a UK and international perspective</u>; (Component B) • Demonstrate the ability to draw selectively and evaluatively from information, theoretical or otherwise, with minimum guidance; (Component A & B) • Competently undertake research activities relating to the resolution of issues in delivering customer requirements effectively and efficiently; (Component B) • Synthesize such material critically in order to focus on marketing and operations management issues in delivering customer requirements; (Component A & B) • Demonstrate the ability to tackle complex issues in delivering customer requirements, showing how they would plan and implement such programmes within an <u>organisational, inter-organisational or global setting</u> (Component B) • Demonstrate the ability and capacity for independent and self-critical learning; (Component A & B) • Communicate effectively in written form; (Component A & B) 	

Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">24</td> <td style="text-align: center;">126</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	24	126	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%															
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Reading List	<p>Reading list link - - https://uwe.rl.talis.com/lists/52B91A0A-38C0-647C-55EB-DDBC229E76CE.html</p>																									

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First CAP Approval Date	QMAC July 2011			
Revision ASQC Approval Date	7 March 2018	Version	2	link to RIA