



Module Specification

Customer Relationship Marketing

Version: 2023-24, v1.0, 29 Jun 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	5

Part 1: Information

Module title: Customer Relationship Marketing

Module code: UMKDWL-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module explores the notion of Customer Relationship management; building a long term relationship with your customers that is beneficial to both parties in terms of value. It uses frequent examples from the GAS concept (games as a service).

Features: Not applicable

Educational aims: To introduce and educate students on the concept of Relationship Marketing Management

Outline syllabus: CRM theories such as Key Account Management, Culture, Value Co-Creation, Conflict and Conflict Resolution will be covered.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching will take place via weekly lectorials. These will involve interactive class discussions and in-class activities. The emphasis in classes will be on exploring student interpretation and views of selected reading material or cases, drawing from their own experiences. The Blackboard module pages will be used to provide such materials in advance of classes. Students will also need to work independently to deepen their understanding of issues related to customer relationship management by finding, selecting and making use of relevant reading material as part of their private study. Independent study will also revolve around the demands of the written assignment. Students will be encouraged to seek guidance from the module tutor and will receive formative feedback on a project proposal.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a critical appreciation of relationship based approaches to dealing with customers in business-to-business and consumer contexts

MO2 Undertake an assessment of existing customer relationships, their management and contribution to organisational performance

MO3 Develop strategies and tactics that focus upon developing appropriate strategies to improve relationship performance

MO4 Address complex problems, using appropriate customer relationship management concepts, models and tools for problem identification, definition and resolution

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<https://rl.talis.com/3/uwe/lists/BAD6D0C1-C21C-CFF8-4704-33E1CA68AD46.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: The assignment will take the form of an applied project (maximum 3,000 words) that will enable students to bring their customer relationship management knowledge, critical faculties, and planning and implementation abilities to bear upon real customer relationship management problems. Topics will be agreed with the tutor and students will have opportunities for formative feedback on the appropriateness of the topic and the direction in which they intend to take their project treatment.

Scheduled feedback sessions will encourage students to work on their assignment throughout the semester, providing deadlines that encourage students to work progressively through the various sections in time for each feedback session.

Assessment tasks:**Written Assignment (First Sit)**

Description: Applied Project 3,000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Applied Project 3,000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Events Management [Frenchay] MSc 2023-24