



Module Specification

Managing Customer Relationships

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Part 1: Information

Module title: Managing Customer Relationships

Module code: UMKT8R-15-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Marketing

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 will introduce students to the key principles, theories and practices of relationship marketing.

Features: Not applicable

Educational aims: This module aims to:

1. Explore the various relationships that are relevant to marketing activities.

2. Introduce a range of models and theories by which relationships can be identified, evaluated and managed.
3. Demonstrate the application of relationship marketing theory in a range of marketing contexts.

Outline syllabus: The module will include topics such as:

Services marketing theory

Internal marketing

Relationship portfolio management

Value co-creation and co-destruction

Business to business marketing

Selling

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

The module will be delivered through a one-hour lectorial and a two hour tutorial. Lectorials will communicate key concepts and theories, modelling the application of these in a range of contemporary business contexts.

Tutorials will afford students the opportunity to apply concepts and theories to realistic business problems, using case studies, debates, in-class presentations,

review quizzes and other interactive teaching and learning methods. Tutorial sessions will be aligned with the various elements of the assessment task.

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

MO1 Demonstrate knowledge and critical understanding of different approaches to dealing with customers in business-to-business and consumer contexts.

MO2 Apply and critically evaluate customer relationship management concepts, models and tools for problem identification, definition and resolution

MO3 Evaluate existing customer relationships, their contribution to organisational success, and appropriate tactics that could improve performance.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 0

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

Part 4: Assessment

Assessment strategy: Building on the practice pedagogy of the programme, the assessment will take the form of a 2000-word written report.

The report will require students to consider a given business problem from a relationship perspective, using appropriate concepts, models and/or tools to:

1. Identify relevant relationships
2. Evaluate the management of these relationships
3. Make recommendations on how the management of these relationship could be improved.

Lecture content and workshop activities will be aligned to the various assignment tasks, giving students the opportunity to gain feedback on their assignment work.

Students will also be given the opportunity to deliver a presentation on their ideas for the assignment mid-way through the module, to gain feedback on their ideas for the report.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Report (First Sit)

Description: 2000 Word Report & Creative Presentation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (Resit)

Description: 2000 Word Report & Creative Presentation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

Business Management and Marketing [Frenchay] BA (Hons) 2025-26