MODULE SPECIFICATION

Part 1: Information			
Module Title	Customer Relationship Management		
Module Code	UMKC8M-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 Marketing, MSc Marketing Communications , MSc Business Management, MSc Events Management		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

The primary contact for this module will be workshops which will include interactive class discussions and in-class activities. While sessions will involve a degree of didactic instruction, the emphasis in classes will be on exploring student interpretation and views of selected reading material or cases, drawing from their own experiences if appropriate. The Blackboard module pages will be used extensively for the provision of such materials in advance.
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. They will be encouraged to utilise the study skills web pages to support their learning. The independent study will also revolve around the demands of the assessed mini-project. As a supervised project activity, students will be able to seek guidance from the module tutor and will receive formative feedback on a project proposal.

You will cover:

- Evolution of marketing theory from transactional focus to relationship focus;
- The service dominant logic and customer value;
- Relationship analysis
- Relationship marketing strategies
- Service quality and customer satisfaction
- Implementing relationship marketing strategies – the role of internal marketing
- Measuring relationship performance
- The role of ethics and Corporate Social responsibility in relationships

Part 3: Assessment		
Given the applied nature of this module and the outcomes students are expected to achieve, the most suitable form of assessment is a supervised applied project 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. The supervised nature of the project means that topics will be negotiated and 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.		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	**A:** **100%**	**B**:
First Sit		
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**	
1. Individual written project (3000 words)	100%	
Component B Description of each element	**Element weighting (as % of component)**	
N/A		
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**	
1. Individual written project (3000 words)	100%	
Component B Description of each element	**Element weighting (as % of component)**	
N/A		

Part 4: Learning Outcomes & KIS Data	
Learning Outcomes	On successful completion of this module students will be able to: • Demonstrate knowledge of the contribution of changes in marketing theory to a more-relationship based approach to dealing with customers in business-to-business and consumer contexts (A); • Demonstrate knowledge of processes of strategy development and design of customer relationship management programmes that reflect customer behaviour and the transitions in marketing theory (A); • Undertake an assessment of existing customer relationships, their management and contribution to organisational performance (A); • Develop strategies and tactics that focus upon developing appropriate strategies to improve relationship performance (A); • Evaluate and address the constraints to and challenges of implementing relationships marketing strategies in a specific organisational environment (A); • Deal with complex problems, using appropriate customer relationship management concepts, models and tools for problem identification, definition and resolution (A); • Use written formats to communicate ideas and information clearly, effectively and in a reasoned way (A)

Key Information Sets Information (KIS)

Key Information Set - Module data

Number of credits for this module	15

Contact Hours

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✓

Total Assessment

The table below indicates as a percentage the total assessment of the module which constitutes a;

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)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading List

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

Brennan, R., Canning, L. & McDowell, R. (2014) *Business-to-Business Marketing (3rd Edition)*, Sage.
Buttle, F and Maklan, S. (2015) *Customer Relationship Management: Concepts & Technologies*, 3rd Edition, Butterworth Heinemann;
Christopher, M.; Payne, A. & Ballantyne, D. (1991) *Relationship Marketing: Bringing Quality, Customer Service, and Marketing Together*, Butterworth Heinemann;
Donaldson, B. & O'Toole, T. (2007) *Strategic Market Relationships*, 2nd Edition, Wiley;
Gummesson, E (2012) *Total Relationship Marketing*, Routledge, Abingdon.
Little, E. & Marandi, E. (2003) *Relationship Marketing Management*, Thomson Learning.
Payne, A.; Christopher, M.; Clark, M. & Peck, H. (1995) *Relationship Marketing for Competitive Advantage : Winning & Keeping Customers*, Butterworth Heinemann;

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First Approval Date (and panel type)	CAP 3 June 2015 (v4)			
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*	31 May 2018	Version	5	link to RIA