



Module Specification

Customer Relationship Management

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Part 1: Information

Module title: Customer Relationship Management

Module code: UMKC8M-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: 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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: 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: Teaching and learning methods

Teaching and learning methods: 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.

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

MO1 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

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 Deal with 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://uwe.rl.talis.com/modules/umkc8m-15-m.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment tasks:**Project (First Sit)**

Description: Individual written project (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: Individual written project (3000 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 Communications [Frenchay] MSc 2023-24

Business Management [Frenchay] MSc 2023-24

Business Management [Frenchay] MSc 2023-24

Business with Supply Chain Management [Frenchay] MSc 2023-24

Business with Digital Management [Frenchay] MSc 2023-24

Business Management [Sep][PT][Frenchay][3yrs] MSc 2022-23

Events Management [Sep][PT][Frenchay][3yrs] MSc 2022-23

Marketing [Frenchay] MSc 2022-23

Business Management [Frenchay] MSc 2022-23