



MODULE SPECIFICATION

Part 1: Information			
Module Title	Meeting Customer Needs		
Module Code	UMKCQT-15-M	Level	M
For implementation from	January 2020		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Bristol Business School	Field	Marketing
Department	BBS Business and Management		
Contributes towards	MSc Business Management, MSc International Tourism Management, MSc Events Management		
Module type:	Standard		
Pre-requisites	NONE		
Excluded Combinations	NONE		
Co- requisites	NONE		
Module Entry requirements	NONE		

Part 2: Description
<p>Over 70% of the world's economy is services. The module Meeting Customer Needs aims to equip students with the ability to create and deliver reliable customer centred service, a key differentiator for business today. In many industries, profit margins on product sales have shrunk enormously, leading to an increased focus on generating profits through value-added services. Thus, the best firms now bundle customer- centred service with a manufactured product and create service centred solutions. It's vital therefore that <u>Marketing AND Operations strategies</u> address the increasingly sophisticated needs of the international consumer. This course will help students develop an understanding of Services Marketing and Operations, from planning to implementation.</p> <p>The course will cover a variety of key topics, such as: customers and competitors; designing and implementing products and services; managing customer strategy.</p> <p>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 tutor lead delivery 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.</p> <p>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 the service concept 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.</p>

Part 3: Assessment

Assessment Strategy:

The vehicle for assessment on this module comprises **ONE element**:

Component A: Individual Report (worth 100% of the marks).

Students will be expected to keep a journal throughout the course and record their experiences of the services they encounter (*up to 10 detailed descriptions are expected*) 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 model and theory to the 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.

The journal will be used to produce the Individual Report (2000 words) and the journal will be submitted as an appendix to it. NOTE: Failure to submit the journal will result in a deduction of **10% from the final mark.**

Students will choose **TWO** of the service encounters from the reflective journal 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 service requirements.

Identify final timetabled piece of assessment (component and element)			COMPONENT A	
% weighting between components A and B (Standard modules only)	A:	B:		
		100%	N/A	
First Sit				
Component A (controlled conditions) Description of each element			Element weighting	
1. An individual report (2000 words) PLUS Journal			100%	
Component B Description of each element			Element weighting	
1. N/A				
Resit (further attendance at taught classes is not required)				
Component A (controlled conditions) Description of each element			Element weighting	
1. An individual report (2000 words) PLUS Journal			100%	
Component B Description of each element			Element weighting	
1. N/A				

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 of services marketing and operations planning and management - Critically evaluate service competitor practices from a business perspective using services marketing and operational principles to underpin the evaluation - Integrate and evaluate information and learning from a range of different sources better to understand and explore the complex nature of service marketing and operations within a business setting - Explore emergent services marketing and operational ideas and applications, clearly understanding the links and gaps between scholarship and practice - Summarise, justify and present strategic and tactical recommendations for a Marketing and Operational strategy within a chosen organisation as selected from the journal - Provide workable recommendations that will enhance the ability of the system or subsystem to meet service marketing and operations requirements 																
Key Information Sets Information (KIS)	<p>Key Information Set - Module data</p> <table border="1"> <tr> <td colspan="5">Number of credits for this module</td> <td>15</td> </tr> </table>					Number of credits for this module					15						
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Contact Hours	<table border="1"> <thead> <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> <th></th> </tr> </thead> <tbody> <tr> <td>150</td> <td>24</td> <td>126</td> <td>0</td> <td>150</td> <td>0</td> </tr> </tbody> </table>					Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		150	24	126	0	150	0
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Total Assessment	<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>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>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/search.html?q=UMKCQT-15-M&qbutton</p>																

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First Approval Date	1/09/2007 v1		
Revision CAP Approval Date	7 May 2013 18 November 2015 28 June 2017 27 June 2019	Version	1.1 1.2 2 3
Revision ASQC Approval Date			