



MODULE SPECIFICATION

| Part 1: Basic Data | | | | | |
|----------------------------|---|---------------------------|----------------|-------------|----|
| Module Title | Meeting Customer Needs | | | | |
| Module Code | UMKCQT-15-M | Level | M | Version | 2 |
| UWE Credit Rating | 15 | ECTS Credit Rating | 7.5 | WBL module? | No |
| Owning Faculty | FBL | Field | Marketing | | |
| Department | BBS, Business and Management | Module Type | Standard | | |
| Contributes towards | MSc Business Management, MSc International Management, MSc International Tourism Management, MSc Events Management, PG Dip Theatre Arts Management; MSc Engineering Business Management | | | | |
| Pre-requisites | None | Co- requisites | None | | |
| Excluded Combinations | None | Module Entry requirements | None | | |
| First CAP Approval Date | QMAC 2012 | Valid from | September 2012 | | |
| Revision CAP Approval Date | 28 June 2017 | Revised with effect from | September 2017 | | |

| Part 2: Learning and Teaching | |
|-------------------------------|--|
| Learning Outcomes | <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of key marketing and operations management theory in relation to meeting customer needs; • Demonstrate the ability to draw selectively and evaluate information, theoretical or otherwise; • Competently undertake research activities relating to the resolution of issues in meeting customer needs effectively and efficiently; • Synthesize such material critically in order to focus on marketing and operations management issues in meeting customer needs; • Demonstrate the ability to tackle complex issues in meeting customer needs, showing how they would plan and implement such programmes within an organisational or inter-organisational setting • Demonstrate the ability and capacity for independent and self-critical learning; • Communicate effectively in written form; <p>The achievement of all of the above outcomes is assessed. In addition, the educational experience may explore, develop, and practise, <u>but not formally discretely assess</u>, the following:</p> <ul style="list-style-type: none"> • Critical reflection on your own and your colleagues functioning in order to improve practice; • Application of skills in the complex context of the workplace based on an understanding of the issues governing good practice; • Oral presentation and communications skills; |


ACADEMIC SERVICES

| | |
|-------------------------------|--|
| | <ul style="list-style-type: none"> • Effectiveness at working in groups as leader and member; • Time management skills; • Effectiveness at working independently; • Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information |
| Syllabus Outline | <p><i>Introduction: Fundamental concepts in meeting customer needs</i></p> <ul style="list-style-type: none"> • Linking Operations and Marketing — customers and customer satisfaction • The marketing concept, marketing orientation • Operations, transformation, performance objectives, supply chain <p><i>Customers and competitors:</i></p> <ul style="list-style-type: none"> • Positioning the organisation to meet customer needs • Segmentation, targeting & positioning • Competition and cooperation <p><i>Developing and delivering products and services</i></p> <ul style="list-style-type: none"> • Products: life-cycle, design and quality • Product marketing: Transactional marketing & the marketing mix • Service: the concept, service quality, gap analysis, zone of tolerance • Service marketing: service oriented thinking, people, process and physical evidence • Managing operations & business excellence, including total quality management, and lean and agile supply • Measuring and improving the satisfaction of customers • Managing demand and capacity • Process, layout and volume/variety decisions • Managing customers: channels, relationship marketing <p><i>Managing the customer strategy</i></p> <ul style="list-style-type: none"> • Operations strategy: PO trade-offs, importance/performance matrix • Marketing strategy: stages of planning, implementation |
| Contact Hours | <p>Learning in the module is achieved through a combination of class-based activity, Problem-Based Learning (PBL) activities, student-led discussions and independent study. There are classroom sessions (or equivalent activities) for two hours each week over 12 weeks and these are designed to actively support the development of independent learning strategies by the students.</p> |
| Teaching and Learning Methods | <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 formal lecturing 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 and they are issued with a course handout detailing the overall aims of the module together with expected reading and questions to be addressed.</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 meeting customer needs 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 as well as the study skills web pages will aid learning.</p> <p>Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.</p> |

ACADEMIC SERVICES

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.

Key Information Sets Information

| Key Information Set - Module data | | | | |
|--|---|-------------------------|-----------------------|---|
| <i>Number of credits for this module</i> | | | | |
| | | | | 15 |
| Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours |
| 150 | 24 | 126 | 0 | 150 |
| | | | |  |

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

Written Exam: Unseen written exam, open book written exam, In-class test

Coursework: Written assignment or essay, report, dissertation, portfolio, project

Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

| Total assessment of the module: | |
|--------------------------------------|------|
| Written exam assessment percentage | 0% |
| Coursework assessment percentage | 75% |
| Practical exam assessment percentage | 25% |
| | 100% |

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

Essential reading

The module will draw heavily from a textbook that all students are expected to purchase.

- Lovelock, C. & Wirtz, J. (2011) *Services Marketing: People, Technology, Strategy*, 7th Edition, Pearson,
- Slack, N., Chambers, S. & Johnston, R. (2007) *Operations Management*, 5th Edition, Prentice Hall.

but specific details of the text will be updated annually in the module book issued to all students. Where students are referred to other essential reading they will either be provided with copies of sources or those sources will be available through the University Library.

Indicative 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

ACADEMIC SERVICES

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.

Books:

Brassington, F. & Pettitt, S. (2006) *Principles of Marketing*, 4th Edition, Prentice Hall.

Fitzsimmons, J. & Fitzsimmons, M. (2004) *Service Management: Operations, Strategy, Information Technology*, 4th Edition, McGraw-Hill.

Gronroos, C. (2007) *Service Management and Marketing*, 3rd Edition, Wiley.
Hill, T. (2004) *Operations Management*, 2nd Edition, Palgrave

Jobber, D. (2007) *Principles & Practice of Marketing*, 5th Edition, McGraw-Hill.

Johnson, R. & Clark, G. (2005) *Service Operations Management: Improving Service Delivery*, Pearson.

Laing, A., Fischbacher, M., Hogg, G. & Smith, A. (2002) *Managing & Marketing Health Services*, Thomson.

Metters, R.; King-Metters, K.; Pullman, M. & Walton, S. (2006) *Successful Service Operations Management*, South-Western College Publishing.

Nevan, Wright, J & Race, P. (2004) *The Management of Service Operations*, 2nd Edition, Thomson.

Sargeant A. (2004) *Marketing Management for Nonprofit Organizations*, 2nd Edition, Oxford University Press.

Journals:

European Journal of Marketing;
Harvard Business Review;
International Journal of Operations and Production Management;
International Journal of Quality and Reliability;
International Service Industry Management;
Journal of Marketing;
Journal of Marketing Management;
Journal of Marketing Research;
Journal of Services Marketing;
Journal of Strategic Marketing
Managing Service Quality.

Part 3: Assessment

Assessment Strategy

The assessment has been designed to give students the opportunity to demonstrate learning in an applied setting. Students will focus on an organisational system or subsystem and appraise how well it meets customer needs. Further, 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 customer needs.

Students will present their initial ideas pertaining to the resolution of issues in meeting customer needs for formative feedback during a workshop based assessed timed verbal presentation.

ACADEMIC SERVICES

| | | |
|---|---|------------|
| Identify final assessment component and element | Component B | |
| % weighting between components A and B (Standard modules only) | A: | B: |
| | 25% | 75% |
| First Sit | | |
| Component A (controlled conditions) Description of each element | Element weighting (as % of component) | |
| 1. Presentation (approx.10 mins) | 100% | |
| Component B Description of each element | Element weighting (as % of component) | |
| 1. Individual report (3000 words) | 100% | |
| Resit (further attendance at taught classes is not required) | | |
| Component A (controlled conditions) Description of each element | Element weighting (as % of component) | |
| 1. Presentation (approx.10 mins) | 100% | |
| Component B Description of each element | Element weighting (as % of component) | |
| 1. Individual report (3000 words) | 100% | |
| If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences. | | |

ACADEMIC SERVICES

FOR OFFICE USE ONLY

| | | | | |
|---|----------------|---------|---|------------------------|
| First CAP Approval Date | September 2012 | | | |
| Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i> | 28 June 2017 | Version | 2 | No RIA - work log 4404 |