



## MODULE SPECIFICATION

**Code:** UMKCQT-15-M      **Title:** Meeting Customer Needs      **Version:** 1

**Level:** M      **UWE credit rating:** 15      **ECTS credit rating:** 7.5

**Module type:** Project

**Owning Faculty:** FBL      **Field:** Marketing

**Valid from:** 1 September 2007      **Discontinued from:**  
(updated 1 September 2010)

**Contributes towards:** MSc Management, MSc International Management, MSc Management (International HRM), MSc International Tourism Management, MSc Events Management

**Pre-requisites:** None

**Co-requisites:** None

**Excluded combinations:** None

### Aim of module

This module aims to introduce students to marketing and operations management knowledge in the context of understanding customer needs and fulfilling those needs in ways that confer greatest value to both customers and the organisation. It will help students understand how organisations are transformed to better identify and satisfy the needs of their customers. As well as developing student knowledge of these key areas of management, the aim is to provide students with both the subject-related and transferable skills that will enable them to investigate complex customer fulfilment issues and provide integrated solutions that are appropriate from a marketing perspective as well as being operationally sound.

### Learning outcomes

On successful completion of this module students will be able to:

- Demonstrate knowledge and understanding of key marketing and operations management theory in relation to meeting customer needs;
- Demonstrate the ability to draw selectively and evaluatively from information, theoretical or otherwise, with minimum guidance;
- 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;

The achievement of all of the above outcomes is assessed. In addition, the educational experience may explore, develop, and practise, but not formally discretely assess, the following:

- 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;

- 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**

#### *Introduction: Fundamental concepts in meeting customer needs*

- Linking Operations and Marketing — customers and customer satisfaction
- The marketing concept, marketing orientation
- Operations, transformation, performance objectives, supply chain

#### *Customers and competitors:*

- Positioning the organisation to meet customer needs
- Segmentation, targeting & positioning
- Competition and cooperation

#### *Developing and delivering products and services*

- 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

#### *Managing the customer strategy*

- Operations strategy: PO trade-offs, importance/performance matrix
- Marketing strategy: stages of planning, implementation

### **Teaching and learning methods**

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.

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.

### **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***. This text is currently: Lovelock, C. & Wirtz, J. (2007) *Services Marketing: People, Technology, Strategy*, 6<sup>th</sup>

Edition, Pearson, 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

#### Books:

- Brassington, F. & Pettitt, S. (2006) *Principles of Marketing*, 4<sup>th</sup> Edition, Prentice Hall.  
 Fitzsimmons, J. & Fitzsimmons, M. (2004) *Service Management: Operations, Strategy, Information Technology*, 4<sup>th</sup> Edition, McGraw-Hill.  
 Gronroos, C. (2007) *Service Management and Marketing*, 3<sup>rd</sup> Edition, Wiley.  
 Hill, T. (2004) *Operations Management*, 2<sup>nd</sup> Edition, Palgrave  
 Jobber, D. (2007) *Principles & Practice of Marketing*, 5<sup>th</sup> 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*, 2<sup>nd</sup> Edition, Thomson.  
 Sargeant A. (2004) *Marketing Management for Nonprofit Organizations*, 2nd Edition, Oxford University Press.  
 Slack, N., Chambers, S. & Johnston, R. (2007) *Operations Management*, 5<sup>th</sup> Edition, Prentice Hall.

#### 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;  
 TQM Magazine.

### Assessment

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.

Percentage split

Weighting between components A (controlled component) and B (standard modules only): N/A

#### **ATTEMPT 1**

##### **First Assessment Opportunity**

##### **Component A**

##### **Description of each element**

1. Individual Project (3000 words)

##### **Element weighting**

100%

##### **Second Assessment Opportunity (further attendance at taught classes is not required)**

##### **Component A**

##### **Description of each element**

1. Individual Project (3000 words)

##### **Element weighting**

100%

#### **ATTEMPT 2 (OR SUBSEQUENT): Attendance at taught classes is required**