



Module Specification

Meeting Customer Needs

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Part 1: Information

Module title: Meeting Customer Needs

Module code: UMKCQT-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: 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

Outline syllabus: The syllabus includes:

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 and positioning

Competition and cooperation

Developing and delivering products and services:

Products: life-cycle, design and quality

Product marketing: Transactional marketing and 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 and 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

Part 3: Teaching and learning methods

Teaching and learning methods: 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 weekly classroom sessions (or equivalent activities) over 12 weeks and these are designed to actively

support the development of independent learning strategies by the students.

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.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices you make.

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

MO1 Demonstrate knowledge and understanding of key marketing and operations management theory in relation to meeting customer needs

MO2 Demonstrate the ability to draw selectively and evaluate information, theoretical or otherwise

MO3 Competently undertake research activities relating to the resolution of issues in meeting customer needs effectively and efficiently

MO4 Synthesize such material critically in order to focus on marketing and operations management issues in meeting customer needs

MO5 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

MO6 Demonstrate the ability and capacity for independent and self-critical learning

MO7 Communicate effectively in written form

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkcqt-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkcqt-15-m.html>

Part 4: 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 submit a report that analyses one of these service encounters and provide practical recommendations on improving the service delivery from an

operations and marketing standpoint.

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.

Assessment tasks:

Report (First Sit)

Description: Individual report (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Report (Resit)

Description: Individual report (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

Business with Digital Management [NEU] MSc 2023-24

Business Management [NEU] 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

