



ACADEMIC SERVICES


MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Delivering Customer Requirements				
Module Code	UMKD49-15-M	Level	M	Version	1.1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Marketing		
Department	BBS (B & M)	Module Type	Standard		
Contributes towards	MSc International Management				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	n/a	
First CAP Approval Date	QMAC July 2011		Valid from	September 2011	
Revision CAP Approval Date	26 March 2015		Revised with effect from	September 2015	

Review Date	September 2017
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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 delivering customer requirements <u>from a UK and international perspective</u>; • 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 delivering customer requirements effectively and efficiently; • Synthesize such material critically in order to focus on marketing and operations management issues in delivering customer requirements; • Demonstrate the ability to tackle complex issues in delivering customer requirements, showing how they would plan and implement such programmes within an <u>organisational, inter-organisational or global setting</u> • 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; • 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 delivering customer requirements</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 requirements • Segmentation, targeting, positioning <u>and cultural factors</u> • Competition and cooperation <u>in a UK and global context</u> <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 <u>across cultures</u>: 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, <u>national and global</u>: –stages of planning, implementation
Contact Hours	<ul style="list-style-type: none"> • 2 hour lecture every week for 12 weeks. Additional learning techniques are also employed as deemed necessary.
Teaching and Learning Methods	<ul style="list-style-type: none"> • 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 delivering customer requirements 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.

Key Information Sets Information	Key Information Set - Module data														
	Number of credits for this module				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 -														
	<p>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</p>														
	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:														
	<table border="1"> <tr> <td>Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td>100%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>					Total assessment of the module:		Written exam assessment percentage	100%	Coursework assessment percentage	0%	Practical exam assessment percentage	0%		100%
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Written exam assessment percentage	100%														
Coursework assessment percentage	0%														
Practical exam assessment percentage	0%														
	100%														
Reading Strategy	<p>Reading Strategy</p> <ul style="list-style-type: none"> • Access and Skills – 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 large range of journals (both print and electronic) 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. Students will be presented with opportunities within the programme curriculum to develop their information retrieval and evaluation skills, in order to identify appropriate resources effectively. • Blackboard – This module is supported by Blackboard, where students will be able to find all necessary module documentation, within the module handbook/outline to include guidance on Further Reading. Direct links to information resources will also be provided from within Blackboard. • Essential Reading – This module has a set textbook and <u>all students are expected to purchase</u> module will draw heavily from Lovelock, C. & Wirtz, J. (2011) <i>Services Marketing: People, Technology, Strategy</i>, 7th Edition, Pearson. <p>Other required reading will be provided in a module resource pack and will be electronically retrievable via Blackboard or from the library directly. The</p> <ul style="list-style-type: none"> • Further Reading – Further Reading will be required to supplement the set textbook and other provided readings. The purpose of this further reading is to ensure students are familiar with current research, classic works, and material specific to their interests 														

	<p>from the academic – often journal – literature.</p> <p>Suggested Further Reading by topic will be indicated in the module handbook/outline provided at the start of the module. However students are also expected to employ their own initiative and discretion in selecting appropriate Further Reading that will support their study. It is expected that students will engage with the academic journal literature on this subject, and as such are likely to use articles from academic journals.</p>
Indicative Reading List	<p>Books:</p> <ul style="list-style-type: none"> • Lovelock, C & Walker, R. (2010) <i>Services Marketing</i> 7th Edition, Pearson Education. • Brassington, F. & Pettitt, S. (2006) <i>Principles of Marketing</i>, 4th Edition, Prentice Hall. • Fitzsimmons, J. & Fitzsimmons, M. (2004) <i>Service Management: Operations, Strategy, Information Technology</i>, 4th Edition, McGraw-Hill. • Gronroos, C. (2007) <i>Service Management and Marketing</i>, 3rd Edition, Wiley. • Hill, T. (2004) <i>Operations Management</i>, 2nd Edition, Palgrave • Jobber, D. (2007) <i>Principles & Practice of Marketing</i>, 5th Edition, McGraw-Hill. • Johnson, R. & Clark, G. (2005) <i>Service Operations Management: Improving Service Delivery</i>, Pearson. • Laing, A., Fischbacher, M., Hogg, G. & Smith, A. (2002) <i>Managing & Marketing Health Services</i>, Thomson. • Metters, R.; King-Metters, K.; Pullman, M. & Walton, S. (2006) <i>Successful Service Operations Management</i>, South-Western College Publishing. • Nevan, Wright, J & Race, P. (2004) <i>The Management of Service Operations</i>, 2nd Edition, Thomson. • Sargeant A. (2004) <i>Marketing Management for Nonprofit Organizations</i>, 2nd Edition, Oxford University Press. • Slack, N., Chambers, S. & Johnston, R. (2007) <i>Operations Management</i>, 5th Edition, Prentice Hall. <p>Journals:</p> <p>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.</p>

Part 3: Assessment	
Assessment Strategy	<p>Assessment Strategy</p> <p>The vehicle for assessment on this module comprises one individual element:</p> <ul style="list-style-type: none"> • A seen case study exam (3 hour duration) <p><i>Assessment strategy</i></p> <p>This assignment is designed to test the following:</p> <p>(i) Student's ability to draw on knowledge and understanding of key customer delivery and marketing issues in order to critically evaluate their impact and importance in a relevant contemporary context.</p>

	<p>(ii) Student's ability to consider, evaluate and synthesise the relevant service marketing literature and theory as it applies to real world scenarios</p> <p>(iii) Student's awareness of the subtle and complex marketing dilemmas facing today's globally-oriented companies and markets and their ability to recommend realistic programmes of action</p> <p>(iv) Student's ability to independently construct and progress a coherently communicated argument.</p> <p><i>The task</i></p> <p>The assessment will comprise a published case study available from ECCH or similar and pre-selected on the basis that it reflects and provides the context for the examination of several relevant global marketing issues covered in the taught element of the module. The student will be expected to:</p> <p>i) Consider and research the background to the company(s)/scenario and global marketing topics and theory relevant to the case ahead of the exam</p> <p>ii) Critically evaluate the literature, theory and marketing information relating to the case study and assess the impact and influence of key factors on the case scenario</p> <p>ii) Discuss and analyse <i>managerial implications</i> for the company(s) featured, draw conclusions from the critical evaluation of the scenario and make recommendations that contribute to the creation of solutions for any problems facing the company(s) identified in the case and through the students own evaluation.</p> <p><i>Formative assessment</i></p> <p>The student is required to contribute to a series of unrelated but comparable global marketing case study scenarios during the module either in groups or individually and present findings and analysis during the module sessions. Oral feedback will be provided during the presentations.</p>
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Identify final 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. See case study issued at least 2 weeks before the exam	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Seen case study issued at least 2 weeks before the exam	100%	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.		