



MODULE SPECIFICATION

Part 1: Information			
Module Title	Marketing Services and the Customer Experience		
Module Code	UMKD6R-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: Understanding the distinctive characteristics of services</p> <p>Understanding service customers</p> <p>Creating service offerings</p> <p>Pricing services</p> <p>Understanding service operations, the service delivery system and customer experience</p> <p>Managing capacity and demand in service organisations</p> <p>The role and behaviour of service employees</p> <p>Customer relationships - developing stakeholder relationships in B2B and B2C contexts</p> <p>Measuring and managing service quality and satisfaction</p> <p>Managing service failure and recovery</p>

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Teaching and Learning Methods: The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues.

Students will be exposed to a variety of different learning activities which may include the following:-

Case study analysis

'Master classes' in service marketing practices and processes

Guest lectures

Problem-based challenges

The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.

There is a total of 3 hours contact time which is comprised of a combination of lectures and seminars.

Part 3: Assessment

The summative assessment strategy has one component (A) which is designed to assess students' understanding of both theoretical and applied dimensions of services marketing. The component is an individual assignment consisting of a 2,500-word case-based report, and a 700-word critical reflection. The report requires the student to select and apply suitable concepts from the module to analyse a practical situation and recommend improvements. The critical reflection provides the student with the opportunity to analyse and evaluate one of their own experiences as the customer of a service provider. In addition, the student is asked to reflect on the strengths and limitations of the framework or concept they use for their analysis.

Opportunities for formative assessment and interim feedback are an integral part of module delivery, using a variety of methods such as interactive tasks and short case studies.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	100 %	Individual, case study-based report (2500 words) and critical reflection (700 words)
Resit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	100 %	Individual, case-based report (2500 words) and critical reflection (700 words)

Part 4: Teaching and Learning Methods

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

Learning Outcomes	Module Learning Outcomes	Reference
	Understand the distinctive nature of marketing in service contexts	MO1
	Explore the theories that underpin and explain these distinctions and how they can be integrated into business strategy	MO2
	Understand the range of strategic, tactical and operational tasks for marketers to manage in these contexts, and their effects	MO3

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	Demonstrate the ability to evaluate and critically analyse module concepts and information	MO4
	Apply appropriate conceptual models and tools to develop solutions for complex business and services marketing problems	MO5
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/umkd6r-15-3.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Marketing Management[Jan][FT][Northshore][3yrs] - Not Running BSc (Hons) 2017-18
 Business Management with Marketing {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2020-21
 Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2018-19
 Marketing Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19