



Module Specification

Marketing Services and the Customer Experience

Version: 2023-24, v5.0, 25 Jul 2023

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Part 1: Information

Module title: Marketing Services and the Customer Experience

Module code: UMKD6R-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

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: See Learning Outcomes

Outline syllabus: Understanding the distinctive characteristics of services

Understanding service customers

Creating service offerings

Pricing services

Understanding service operations, the service delivery system and customer experience

Managing capacity and demand in service organisations

The role and behaviour of service employees

Customer relationships - developing stakeholder relationships in B2B and B2C contexts

Measuring and managing service quality and satisfaction

Managing service failure and recovery

Part 3: Teaching and learning methods

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.

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

MO1 Understand the distinctive nature of marketing in service contexts

MO2 Explore the theories that underpin and explain these distinctions and how they can be integrated into business strategy

MO3 Understand the range of strategic, tactical and operational tasks for marketers to manage in these contexts, and their effects

MO4 Demonstrate the ability to evaluate and critically analyse module concepts and information

MO5 Apply appropriate conceptual models and tools to develop solutions for complex business and services marketing problems

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 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/umkd6r-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkd6r-15-3.html>

Part 4: Assessment

Assessment strategy: The summative assessment is a 3,200-word individual report based on an organisational case study and is designed to assess understanding of both theoretical and applied dimensions of services marketing. The student is required to select and apply suitable frameworks and concepts from the module to analyse the situation in the case study and to recommend improvements to service delivery. In addition, the student is asked to critically reflect on a personal experience as the customer of a service encounter, analysing and evaluating the experience using a suitable framework. The student is asked to reflect on the strengths and limitations of their chosen framework.

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.

Assessment tasks:

Report (First Sit)

Description: Individual, case study-based report (2500 words) and critical reflection (700 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Report (Resit)

Description: Individual, case-based report (2500 words) and critical reflection (700 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Events Management {Top-Up} [INTUNI] BA (Hons) 2023-24

Business and Management {Top Up}[NEU] BA (Hons) 2023-24

Business and Events Management {Top-Up} [NEU] BA (Hons) 2023-24

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2021-22

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [INTUNI] BA (Hons) 2023-24

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA
(Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-
21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20