



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: Introduction to Services Marketing</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>Communication strategies for service organisations</p> <p>The role and behaviour of service employees</p> <p>Customer relationships - classification, life cycles, portfolio management, B2B, B2C context</p> <p>Measuring and evaluating service quality</p>

STUDENT AND ACADEMIC SERVICES

Dealing with service failure and recovery strategies

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. Over the course of the module, input from the Social Market Centre at UWE will be capitalised upon.

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

Interactive games

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 assessment methods have been selected to assess both students' understanding of the theoretical and applied dimensions of services marketing. Opportunities for formative assessment and interim feedback are built into module delivery (for example, in the case study based tutorials, skills workshops and tutor 'surgeries').

The assessment strategy has two components:

Component A: is a 2 hour examination undertaken on completion of the module to assess students' knowledge and understanding of core module concepts.

Component B is a 2,500 word case-based individual assignment that allows critical analysis of module concepts and integrated application of various concepts to a practical situation.

Summative assessment is as described above. Formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regard to developing thinking and approaches to assessment and working with the assessment criteria.

The assessment criteria for components A and B elements are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.

First Sit Components	Final Assessment	Element weighting	Description
Examination - Component A	✓	50 %	Examination (2 hours)
Case Study - Component B		50 %	Case study based Individual Assignment (2,500 words)

STUDENT AND ACADEMIC SERVICES

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Part 4: Teaching and Learning Methods															
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:														
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Contact Hours	Independent Study Hours:														
	<table border="1"> <tbody> <tr> <td>Independent study/self-guided study</td> <td>114</td> </tr> <tr> <td>Total Independent Study Hours:</td> <td>114</td> </tr> </tbody> </table>	Independent study/self-guided study	114	Total Independent Study Hours:	114										
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Hours to be allocated	150														
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></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 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