

Module specification

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Module code	BUS7B59
Module title	Customer Continuity and Growth
Level	7
Credit value	20
Faculty	FSLS
HECoS Code	100079
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MBA Marketing	Core
MBA	Option

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	20 hrs
Placement / work based learning	0 hrs

Guided independent study	180hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	23/03/2022
With effect from date	01/09/2022
Date and details of revision	
Version number	1

Module aims

The overarching aim of this module is to critically examine the tools and techniques used to create successful customer growth in all context. In doing so students will develop a critical understanding of the factors which influence consumer behaviour and evaluate the literature and relevant theories which explain consumer motivation and customer relationships. Students will also be able to analyse an organisation's marketing strategy and demonstrate the application of key elements concepts and tools within the business environment.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically evaluate how communication strategies can meet marketing objectives
2	Critically assess the application of marketing concepts, models and theories
3	Construct and develop marketing plans utilising key elements and marketing principles

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Company Analysis. Students will discuss the background analysis to a company of their choice with reference to the strategic communication strategies and how they align with their marketing objectives. A critical evaluation against relevant concepts models and theories will support and justify their conclusions. (2000 words)

Assessment 2: Strategy Implementation Plan. With focus on customer continuity and growth, students will develop a strategic implementation plan which will outline how the company will implement their new marketing strategy based off assessment 1. The plan will consider key elements and marketing principles to support their answers. (2500 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 , 2	Written Assignment	40
2	3	Written Assignment	60

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Indicative Syllabus Outline

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- Marketing strategy: Macro and micro environment
 - Segmentation and targeting: Identifying your customers
 - Consumer motivation: Understanding buyer behaviour
 - Differentiation and creating value for target customers
 - Relationship marketing

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Kotler, P. and Armstrong, G. (2016), *Principles of Marketing: Global edition*. 16th edn. Harlow: Pearson.

Other indicative reading

Baines, P., Fill, C. and Page, K. (2014), *Marketing*. 3rd ed. Oxford: Oxford University Press.

Blythe, J. (2013), *Consumer Behaviour*. 2nd Edition. London: Sage Publications.

Chaffey, D. and Ellis-Chadwick, F. (2016), *Digital Marketing*. 6th ed. London: Pearson

Cravens, D.W., and Piercy, N. (2012), *Strategic Marketing*. 10th ed. New York: McGrawHill Higher Education.

Fill, C. and Turnbull, S. (2016), *Marketing Communications: Discovery, Creation and Conversations*. 7th ed. Harlow: Pearson.

Hooley, G., Nicoulaud, B. and Piercy, N. (2011), *Marketing Strategy and Competitive Positioning*. 5th ed. New Jersey: Pearson FT/Prentice Hall.

Kotler, P., et al. (2016), *Marketing Management*. 15th ed. London: Pearson.

Journals:

- European Journal of Marketing
- Journal of Marketing
- Journal of Marketing Management
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Journal of Consumer Psychology

Website:

Chartered Institute of Marketing www.cim.co.uk

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged

Enterprising

Creative Ethical

Key Attitudes Commitment

Curiosity

Resilience

Confidence

Adaptability

Practical Skillsets

Digital Fluency

Organisation

Critical Thinking

Communication