

Scheme of Work

Week	Topic	Key Themes
1	Customer experience	CE as a multidimensional construct; touch points
2	Customer Relationship Management (CRM)	Definition; CRM and Customer experience management (CEM; importance of customer relationships; service failure
3	Understanding customer value	Customer value; types; value-in-exchange, value-in-use, and value-in-experience; customer issues and dealing with customers' issues
4	Marketing ethics	The concept of marketing ethics; marketing ethics and consumer rights; seller's versus consumers' rights.
5	Sustainable marketing	Definition; social criticism of marketing; consumer actions to promote sustainable marketing-consumerism and environmentalism; business actions towards sustainable marketing-consumer-oriented marketing, customer value marketing & innovative marketing
6	Quality models and theories	Quality models and theories in marketing contexts; Deming theories of quality- the Deming PDCA cycle & Deming's fourteen points; Juran's quality trilogy; Crosby's cost of quality
7	Management of Quality (cont'd)	Managing quality- through understanding dimensions; service quality; determinants of quality; examples of consequences of poor quality
8	Business-to-business (B2B) marketing	The concept of Business-to-business (B2B) marketing; important issues in organisational buying; organisational buying models
9	Service marketing strategies	4 distinctive characteristic of service – service intangibility; service heterogeneity/variability; service inseparability and service perishability and service profit chain
10	Module recap and way forward. Workshop/ Assignment support	Summary of key lessons. Assignment support.