



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

Understanding and Engaging in the
Customer Experience
BMSW5103

MODULE CODE: BMSW5103

TITLE: Understanding and Engaging in the Customer Experience

DATED: 21/03/2019

LEVEL: 5

CREDITS: 20

AIM(S)

- To instil a critical understanding of quality systems and controls for customers.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- evidence a critical understanding of quality process in the workplace;
- analyse the customers' experience of an organisation;
- critically evaluate the benefits and challenges of developing and maintaining good customer relationships.

INDICATIVE CONTENT

- Quality modules and standards.
- Customer service.
- Customer centrality.
- Value and purpose of customer relationship management (CRM).
- Buyer seller relationships.
- Managing customer expectations.
- Buying decision making process: ethical considerations such as fair-trade, sustainable resources.
- Appreciation of the importance of quality control.
- Customer value.

Study Time Allocation

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement Learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam

× ☐ Coursework

☐ Practical

Mode of assessment	Volume	Weighting
Research report on practical project, based upon both in-class and out-of-class activities (e.g. primary data gathering or secondary research)	4500 words or equivalent	100%

Assessment Summary

Activity type	Percentage
Written	0%
Coursework	100%
Practical	0%
TOTAL	100%

READING LIST

Module Code	BMSW5103		
Module Title	Understanding and Engaging in the Customer Experience		
Classification	Reading List entry		Electronic*
Essential	Bergusson, B. P. (2002): Essentials of CRM: a guide to customer relationship management. (Online) New York: Wiley. https://www-dawsonera-com.ezproxy.uwtsd.ac.uk/abstract/9780471268109 (Accessed 25 July 2019)		☒
Essential	Gummesson, E. (2002). Total Relationship Marketing: Marketing Strategy Moving from the 4Ps product, Price, Promotion, Place of Traditional Marketing Management to the 30Rs the Thirty Relationships of a New Marketing Paradigm. 2nd ed. Oxford: Butterworth-Heinemann.		☐
Essential	Goodman, J. A. (2009). Strategic customer service : managing the customer experience to increase positive word of mouth, build loyalty and maximize profits. (Online) New York: AMACOM. https://www-dawsonera-com.ezproxy.uwtsd.ac.uk/abstract/9780814413340 (Accessed 25 July 2019)		☒
Essential	Leppard, J. and Molyneux, L. (1994). Auditing Your Customer Service: The Foundation for Success. London: Routledge.		☐
Further	Assael, H. (1995). Consumer Behavior and Marketing Action. 5th ed. Cincinnati, Ohio: South-Western College Pub.		☐

Module Code	BMSW5103	
Module Title	Understanding and Engaging in the Customer Experience	
Classification	Reading List entry	Electronic*
Further	Bishop, T. (2012). Principles of Marketing Management (Online) New Delhi: World Technologies. https://www-dawsonera-com.ezproxy.uwtsd.ac.uk/abstract/9788132325697 (Accessed 25 July 2019)	☒
Further	Buttle, F. (2009). Customer Relationship Management: Concepts and Technologies. 2nd ed. Amsterdam: Butterworth-Heinemann.	☐
Further	Christopher, M., Payne, A., & Ballantyne, D. (2013). Relationship Marketing: Creating Stakeholder Value. Saint Louis: Taylor and Francis.	☐
Further	Forsyth, P. B. (1999). Communicating with Customers. London: Orion Business Books.	☐
Further	Foxall, G. R. and Goldsmith, R. E. (1994). Consumer Psychology for Marketing. London: Routledge.	☐
Further	Greenberg, P. (2010) CRM at the speed of light: social CRM strategies, tools and techniques for engaging your customers. (Online) McGraw-Hill: New York. https://www-dawsonera-com.ezproxy.uwtsd.ac.uk/abstract/9789780071592 (Accessed 25 July 2019)	☒
Further	Harrison, R. (2005). The Ethical Consumer. London: SAGE.	☐
Further	Håkansson, H. and Snehota, I. (1995). Developing Relationships in Business Networks. London: Routledge.	☐
Further	Kaynak, E., & Herbig, P. (2014). Handbook of Cross-Cultural Marketing. Hoboken: Taylor and Francis.	☐
Further	Lewis, B., & Varey, R. (2012). Internal Marketing. Hoboken: Taylor and Francis.	☐
Further	Mooij, M. d. (2004). Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising. Thousand Oaks, Calif: Sage Publications.	☐
Further	Payne, A. (2012). Handbook of CRM. Hoboken: Taylor and Francis.	☐
Further	Piercy, N. (2009). Market-led strategic change transforming the process of going to market (4th ed.). Amsterdam ;	☐

	London: Butterworth-Heinemann.	
Further	Ruskin-Brown, I., & Books24x7, Inc. (2005). Marketing your service business. London: Thorogood Pub.	☐
Further	Schneider, B. (2004). Service Quality: Research Perspectives. Thousand Oaks, Calif: Sage Publications.	☐
Further	Smith, I. (1997). Meeting Customer Needs. 2nd ed. Oxford: Butterworth/Heinemann.	☐
Further	Solomon, M. R. (2004). Consumer Behavior: Buying, Having, and Being. 6th ed. Upper Saddle River, NJ: Pearson/Prentice Hall.	☐
Further	Wellington, P. (2010). Effective customer care (Creating success). London: Kogan Page.	☐