

PLACEMENT: CUSTOMER EXPERIENCE AND SERVICE SKILLS BMGM4003 AUTUMN 2024



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WELCOME!

- Welcome to your first day!
- Moodle
- Support
- Placement discussion
- WSET Level 1 Award in Wines qualification
- Reflective writing
- Library



ACCESSING INFORMATION ABOUT THIS MODULE



- Your module Moodle Page will include the teaching material that will be delivered by your lecturer.
- You will also find essential information to support you through the module.
- Log in and navigate to the Week 1 folder on Moodle and download the Module Handbook.

Marketing Essentials (BMIH4005)
Home / My modules / BMIH4005

Module Information	Assessment	Results / Reworks	Week 1	Week 2	Week 3	Week 4	Week 5
MODULE INFORMATION	ASSESSMENT	RESULTS & REWORKS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Reading & Assessment Week	Week 7	Week 8	Week 9	Week 10	Week 11	Content Library	External Examiner / Module Review
WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	CONTENT LIBRARY	EXTERNAL EXAMINER / MODULE REVIEW

Leganto Reading Lists
Marketing Essentials BMIH4005 (18 items)
Last updated about 6 months ago

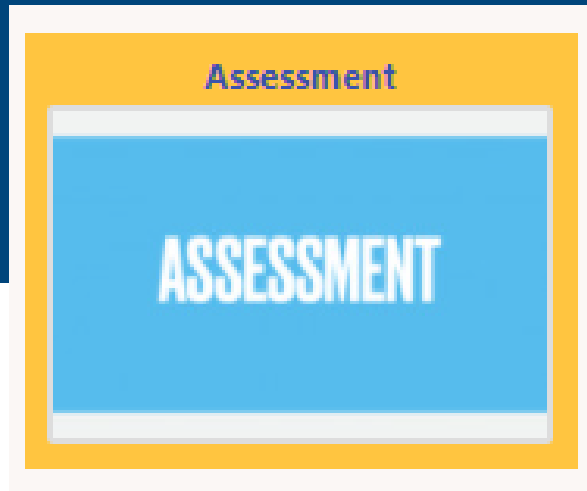
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Microsoft
Jayne you are currently connected to Microsoft 365
My Deive
My Email
My Forms
My OneNote Notebook
My OneDrive
Microsoft Stream
Microsoft Teams
My Sways
Edit settings
Install Office
The course is not connected to any Microsoft services.

This section will give you information about the assignments that you will complete within the module.

It will also state the dates that they should be submitted and the content that is required.

Please ask if you don't understand. This is the start of your learning journey and we are here to help



Module Handbook and Support

- This is an important document as it provides information about the module, assessment writing guidelines, resources and further information.

We understand that beginning study can be both exciting and perhaps a bit daunting, as we begin to focus on academic practice and self-directed study.

Please ask questions if you don't understand.

- It is important that when you contact anyone inside the University, to please use your [university email address](#), as this makes sure that we will be able to identify you properly, and you will have a prompt response.

IMPORTANCE OF CUSTOMER EXPERIENCE AND SERVICE SKILLS

- Discussion



IMPORTANCE OF YOUR PLACEMENT

- What is a placement?
- To learn
- To challenge you
- Links theory to practice
- To consider what you learned each week, what you enjoyed and what challenged you
- Can lead to exciting opportunities
- Can lead to employment in highly regarded organisations

PLACEMENT LEARNING OUTCOMES

- To state your goals and aspirations for your placement at the beginning
- See Module Handbook in Moodle



PLACEMENTS

- 8 hours a week in placement (unpaid)
- To keep a log book highlighting experiences (for your reflection assignment/s)
- Bi-weekly meetings
- Placement form and placement induction (form)
- Jemma and I will be visiting your placement to discuss your progress



PLACEMENT ACTIVITIES

1. Please take approximately 15 to 20 minutes to write about your professional **experiences** (work and academic), **aspirations**, specific **goals** you would like to achieve during your placement, **competitions** and any other relevant information you believe may be important to placement).

2. When you have finished, we will have an informal discussion about your potential placement.

CUSTOMER FLOW

- From the moment a guest enters a restaurant, to when they leave.
- Why is mapping a restaurant customer flow important? Discussion.
- Activity (in groups):
 - i) Choose your restaurant location and concept.
 - ii) Map out your customer flow using research to provide evidence/underpin your decisions.
 - iii) Draw an outline of the restaurant on paper, using research to provide evidence/underpin your decisions.
 - iv) Share your insights!

WSET LEVEL AWARD IN WINES

- WSET Qualifications introduction
- Why wine tastes the way it does
- One day qualification
- Study Guide to read
- Exam on Monday October 14th



REFLECTIVE WRITING

- Task/s
- What is reflection?
- Reflective workshop
- Kolb Model



LIBRARY

- Library Tour
- Digital Skills introductory session
- Finding and Using Information session
- Referencing: The Basics
- Academic Integrity & Avoiding Plagiarism
- Digital Skills Questionnaire
- Badges



References

- Carroll Design (2024) *The Importance of Space Planning in Restaurant Design for Optimal Customer Flow*. Available at: <https://The Importance of Space Planning in Restaurant Design for Optimal Customer Flow | Carroll Design/>Accessed September 29, 2024.
- Eat (2021) *The Future of the Customer Journey in Hospitality*. Available at: [https://www.The Future of the Customer Journey in Hospitality \(eatapp.co\)/](https://www.The Future of the Customer Journey in Hospitality (eatapp.co)/)Accessed September 29, 2024.
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- Knowles et al. (2020) *The Adult Learner*. 9th edn. London and New York: Routledge.
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- Wine & Spirit Education Trust. (2022) *An introduction to wine*. Issue 1.3. UK: Armstrong Ink Ltd.

