



# MKTO8220

## Managing Customer Experience

Term 2, Online-scheduled-weekday 2024

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Senior Lecturer

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Contact via By email

4ER, Room 214

Wednesday 6-7pm

Credit points

10

Prerequisites

Admission to GradCertDigMktg

Corequisites

Co-badged status

Unit description

For marketers, identifying customers' experiential needs and understanding their behaviour is critical for developing successful marketing strategies. Organisations need to recognise that customer retention, growth, and profitability rely heavily on the quality of customers' interactions with the organisation across all touchpoints. To become truly customer-centric, marketing practitioners need to develop an outside-in perspective across the entire customer journey to maximise customer experience (CX). This unit develops students' knowledge of integrated strategic approaches to customer experience management (CXM), focusing on tackling the CX strategy challenge and creating insights into how marketing practitioners can maximise their organisations' ability to foster CX. This unit helps students apply CX knowledge, such as customer empathy, journey mapping, and customer-centric design, to make informed strategic CXM decisions for all stakeholders.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

**ULO1:** Analyse and evaluate how to create and manage successful customer

experiences.

**ULO2:** Generate consumer insights to optimise the organisations' ability to foster customer experience.

**ULO3:** Develop a customer experience strategy that integrates all elements of customer experience design.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Assessment 1: Weekly topics</a>	20%	No	Week 3 Modules 1-3 Week 6 Modules 4-6 Week 10 Modules 7-10
<a href="#">Assessment 2: CX analysis report</a>	30%	No	Week 5
<a href="#">Assessment 3: Strategic CX</a>	50%	No	Week 10

### Assessment 1: Weekly topics

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Week 3 Modules 1-3 Week 6 Modules 4-6 Week 10 Modules 7-10**

Weighting: **20%**

Students will be asked to engage in module-related weekly activities. These activities are all out of 2 marks contributing 20% of the assessments.

On successful completion you will be able to:

- Analyse and evaluate how to create and manage successful customer experiences.
- Generate consumer insights to optimise the organisations' ability to foster customer experience.
- Develop a customer experience strategy that integrates all elements of customer experience design.

### Assessment 2: CX analysis report

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 5**

Weighting: **30%**

In this assessment, students will submit a 1500-word report demonstrating their cognitive knowledge of the skills required to formulate appropriate approaches in deriving actionable insights by analysing customer data to foster CX. The skills gained in this assessment will assist students in deriving insights for developing CX plans. This assessment comprises four steps centered around customer persona identification, employing primary data collection methods such as interviews and focus groups.

On successful completion you will be able to:

- Analyse and evaluate how to create and manage successful customer experiences.
- Generate consumer insights to optimise the organisations' ability to foster customer experience.

## Assessment 3: Strategic CX

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 10**

Weighting: **50%**

*In this assessment, students will develop a CX solution report. This report will encompass several aspects of customer experience management such as customer journey mapping. The skills gained in this assessment will assist students in developing effective CX solutions, removing the pain points, and creating competitive gain points throughout the customer journey. This assessment will comprise of a presentation (8 minutes; 30%) and a summary report (1000 words; 20%). All submissions are individual.*

On successful completion you will be able to:

- Develop a customer experience strategy that integrates all elements of customer experience design.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

Please refer to iLearn for details

## Unit Schedule

Please refer to iLearn for details

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and

courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

### The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/](http://www.mq.edu.au/about_us/)

[offices\\_and\\_units/information\\_technology/help/](#).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

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Unit information based on version 2024.02 of the [Handbook](#)