MKTG8220

Managing Customer Experience

MGSM term 3, Special circumstance 2020

Department of Marketing

Contents

General Information

Unit convenor and teaching staff
Adjunct Lecturer
Karen Ganschow
karen.ganschow@mq.edu.au
Contact via 0411100019
Tuesday 18;00 - 21:00 Friday 10:00 to 12:00

Credit points
10

Prerequisites
Admission to MMktgStrat or (admission to MBA and (MMBA8020 or MGSM820))

Corequisites

Co-badged status

Unit description
For marketers, understanding how buyers and consumers behave is an integral part of identifying their needs, and developing effective marketing strategies. Organisations need to recognise that customer retention, growth, and profitability rely heavily on the quality of customers' interactions with the organisation. In order to become truly customer-centric, marketing managers need to develop an outside-in perspective across the entire organisation to maximise customer experience.
This unit develops students knowledge of integrated strategic approaches to customer experience management. The unit will focus on developing students knowledge about how to tackle the customer experience strategy challenge and create insights into how marketing managers can maximise their organisations ability to foster customer experience.

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: Appraise the customer experience strategy challenge.

ULO3: Generate marketing insights to optimise the organisations' ability to foster customer experience.

ULO4: Develop a customer experience strategy that integrates all elements of customer experience design.

ULO5: To work effectively in teams in developing customer experience solutions.

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: Further information on submitting an Application for Special Consideration can be found at https://students.mq.edu.au/study/my-study-program/special-consideration

Assessment Tasks

Name	Weighting	Hurdle	Due
Class activities	20%	No	Week 3 and Week 5
Case study	40%	No	Week 7
Applied project	40%	No	Week 10

Class activities

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 10 hours
Due: **Week 3 and Week 5**
Weighting: **20%**

In-class and online, mini case class discussion, in-class scenario and problem solving, multiple choice test. 1000 words

On successful completion you will be able to:

- Analyse and evaluate how to create and manage successful customer experiences.
- Appraise the customer experience strategy challenge.

Case study

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 20 hours
Due: **Week 7**
Weighting: **40%**

The case study analysis will assess students' ability to analyse a case, marshal their thoughts and ideas and communicate them in written form. The aim of the case study analysis is to apply theory to solve the case and defends solutions to the case questions. 2500 words

On successful completion you will be able to:

- Analyse and evaluate how to create and manage successful customer experiences.
- Appraise the customer experience strategy challenge.

Applied project

Assessment Type [1]: Project
Indicative Time on Task [2]: 20 hours
Due: **Week 10**
Weighting: **40%**

Practical project to develop a strategy to manage customer experience. 2500 words

On successful completion you will be able to:

- Generate marketing insights to optimise the organisations' ability to foster customer experience.
- Develop a customer experience strategy that integrates all elements of customer experience design.
- To work effectively in teams in developing customer experience solutions.

---

[1] 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.

[2] 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

Lecture notes and readings will be uploaded to iLearn.

There will be a zoom lecture and discussion held on Tuesdays commencing 18:00

there will be online forum and discussions.

Also a voice of the customer interactive session

Finally contribution to discussion and debate is a key part of the collaborative learning experience - not unlike the cocreation practices and customer collaboration that in fact underpin Customer Experience design and optimisation

Unit Schedule

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

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

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of

Conduct: https://students.mq.edu.au/study/getting-started/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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

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

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- 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

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit 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.