



MMBA8027

Managing Customer Experience

Term 4, Special circumstances 2021

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	5

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff
Sessional Lecturer - Industry Practitioner
Karen Ganschow
karen.ganschow@mq.edu.au
Contact via 0411100019
Tuesday 18:00 to 20:00

Credit points
10

Prerequisites
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 organisation's ability to foster customer experience.

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

ULO5: Work effectively in teams to develop customer experience solutions.

General Assessment Information

Late submissions of assignments

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a [Special Consideration request](#).

Unless a [Special Consideration request](#) has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

Assessment Tasks

Name	Weighting	Hurdle	Due
Class activities	20%	No	Week 3
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**

Weighting: **20%**

In-class and online activities will include a mini case class discussion, in-class scenario and problem solving and a multiple choice test.

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 (2,500 words). The aim is to apply theory to solve the case and defend solutions to the case questions.

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%**

Students will work in groups to develop a strategy to manage customer experience. Groups will present their projects, and students will each submit a 2,500 word written report.

On successful completion you will be able to:

- Generate marketing insights to optimise the organisation's ability to foster customer experience.
- Develop a customer experience strategy that integrates all elements of customer experience design.
- Work effectively in teams to develop 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

Delivery will be via an online lecture with interactive exercises and discussions

There is no prescribed text.

There are readings in every week

Unit Schedule

Please refer to [iLearn](#).

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](#). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](#). 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 \(https://policies.mq.edu.au\)](#) 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](#) 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.