MMBA8027
Managing Customer Experience
Term 1, In person-scheduled-weekday, North Ryde 2022
Department of Marketing

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Notice
As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to timetable viewer. To check detailed information on unit assessments visit your unit’s iLearn space or consult your unit convenor.
General Information

Unit convenor and teaching staff
Sessional Lecturer - Industry Practitioner
Karen Ganschow
karen.ganschow@mq.edu.au
Contact via 0411 100 019
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 assessments** Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

**Table 1: Penalty calculation based on submission time**

<table>
<thead>
<tr>
<th>Submission time after the due date (including weekends)</th>
<th>Penalty (% of available assessment task mark)</th>
<th>Example: for a non-timed assessment task marked out of 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 24 hours</td>
<td>10%</td>
<td>10% x 30 marks = 3-mark deduction</td>
</tr>
<tr>
<td>24-48 hours</td>
<td>20%</td>
<td>20% x 30 marks = 6-mark deduction</td>
</tr>
<tr>
<td>48-72 hours</td>
<td>30%</td>
<td>30% x 30 marks = 9-mark deduction</td>
</tr>
<tr>
<td>72-96 hours</td>
<td>40%</td>
<td>40% x 30 marks = 12-mark deduction</td>
</tr>
<tr>
<td>&gt; 96 hours</td>
<td>100%</td>
<td>Assignment won’t be accepted</td>
</tr>
</tbody>
</table>

**Special Consideration** To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

**Delivery and Resources Section:**

- Provide details of modes of delivery for your units, e.g., lecture+tutorial on weekly basis, flipped classroom, purely online delivery, case study approach, intensive mode of delivery, etc.
- Lists all required texts.
- Recommended readings (optional)
· Specify any webpage(s) used in the delivery. (If there’s any excluding iLearn).
· Specify any technology used and required (If there’s any).

## Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice-based activities</td>
<td>20%</td>
<td>No</td>
<td>Week 3 and 5</td>
</tr>
<tr>
<td>Case Study</td>
<td>40%</td>
<td>No</td>
<td>Week 7</td>
</tr>
<tr>
<td>Applied Project</td>
<td>40%</td>
<td>No</td>
<td>Week 10</td>
</tr>
</tbody>
</table>

### Practice-based activities

Assessment Type 1: Participatory task  
Indicative Time on Task 2: 10 hours  
Due: **Week 3 and 5**  
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: Project
Indicative Time on Task: 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 Learning Skills Unit 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

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/

**The Writing Centre**

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Getting help with your assignment
- 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 Enquiry Service**

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.

**Equity Support**

Students with a disability are encouraged to contact the [Disability Service](mailto:disability.service@mq.edu.au) who can provide appropriate help with any issues that arise during their studies.

**IT Help**

For help with University computer systems and technology, visit [http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/](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](https://www.mq.edu.au/about_us/offices_and_units/information_technology/help/). The policy applies to all who connect to the MQ network including students.