



MMBA8027

Managing Customer Experience

Term 2, In person-scheduled-weekday, City 2024

Department of Marketing

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General Information

Unit convenor and teaching staff

Karen Ganschow

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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.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Case Study</u>	40%	No	Week 7
<u>Applied Project</u>	40%	No	Week 10
<u>Practice-based activities</u>	20%	No	Week 3

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.

Practice-based 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.

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

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 or if you are a Global MBA student contact 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/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.

Unit information based on version 2024.03 of the [Handbook](#)