



# MKTG8220

## Managing Customer Experience

Session 2, In person-scheduled-weekday, North Ryde 2024

*Department of Marketing*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Abas Mirzaei

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Contact via Email

4ER, Room 214

Wednesdays 4pm to 5pm

Credit points

10

Prerequisites

Admission to MMktg and MKTG6096

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:** 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 Submission Penalty (written assessments)

*Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.*

*For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.*

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Assessment 1: Weekly topics</u>	20%	No	Week 2 to week 13
<u>Assessment 2: CX analysis report</u>	30%	No	Week 7
<u>Assessment 3: Strategic CX</u>	50%	No	Week 12/13

### Assessment 1: Weekly topics

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

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

Due: **Week 2 to week 13**

Weighting: **20%**

Students will be given the opportunity to complete weekly activities including discussion and practice-based tasks, short concept quizzes and online discussion forum posts where they will apply theoretical and practical knowledge. 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.
- Appraise the customer experience strategy challenge.
- Generate marketing insights to optimise the organisations' ability to foster customer experience.

## Assessment 2: CX analysis report

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

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

Due: **Week 7**

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.

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

## Assessment 3: Strategic CX

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

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 12/13**

Weighting: **50%**

In this assessment, students will develop and present a case study project. This project will encompass eight topics. Students will engage in all the topics, employing primary data collection methods such as interviews and focus groups and answer all the questions in a document that they will submit. This assessment will comprise of a group presentation (8 minutes; 30%) and an individual summary report (1000 words; 20%).

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.

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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

### Delivery and Resources

Delivery:

This course will be delivered in face-to-face mode.

There will be ***1-hour online pre-recorded lecture on a weekly basis, plus a 2-hour face-to-face weekly workshop on campus.***

### Unit resources:

Please check the unit's iLearn page

### Technology used and required

Students are required to learn how to use MS PowerPoint, word processing, and learning management systems (iLearn).

### Unit webpage

Please note that the unit's logon iLearn address can be found here: <http://ilearn.mq.edu.au>

### Satisfactory completion of unit:

To pass this unit students need an aggregate mark of 50 or more.

## Unit Schedule

Please refer to [iLearn](#)

## 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 [connect.mq.edu.au](https://connect.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 the [Service Connect Portal](#), 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/](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 2024.05 of the [Handbook](#)