



MKTG8220

Managing Customer Experience

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

Abas Mirzaei

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Contact via By email/F2F

Tuesdays 11am

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 Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension **before the due date**.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional Practice: CX Persona Empathy Map	40%	No	11/09/2026	Individual	Yes	Open AI
Professional Practice: CX Strategy	30%	No	16/10/2026	Group	No	Observed
Skills Development: CX in practice	30%	No	06/11/2026	Individual	Yes	Open AI

Professional Practice: CX Persona Empathy Map

Assessment Type ¹: Professional task

Indicative Time on Task ²: 25 hours

Due: **11/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to demonstrate your skills in analysing customer information to derive actionable insights that enhance customer experience (CX), skills that are vital in the workplace for improving customer interactions and satisfaction.

You will engage in identifying customer personas and applying your analytical skills to effectively interpret customer insights.

Skills in focus:

- Communication skills
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Report [max. 2000 words]

Individual assessment

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.

Professional Practice: CX Strategy

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **16/10/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is for you to develop and present an integrated case study project that addresses complex customer experience (CX) challenges.

You will apply advanced research methods, utilising primary data collection methods and documenting and presenting your findings.

Skills in focus:

- Collaboration and communication
- Work readiness
- Critical thinking and problem solving

Deliverable(s): Presentation [max. 15 minutes] Group assessment

On successful completion you will be able to:

- Analyse and evaluate how to create and manage successful customer experiences.
- Develop a customer experience strategy that integrates all elements of customer experience design.
- To work effectively in teams in developing customer experience solutions.

Skills Development: CX in practice

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 15 hours

Due: **06/11/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to deepen your understanding of customer experience (CX) by engaging critically with unit materials and integrating theoretical insights with practical applications.

You will apply advanced CX concepts and frameworks to a series of structured activities throughout the semester, demonstrating your ability to evaluate, reflect, and communicate strategic CX solutions in diverse contexts.

Skills in focus:

- Communication
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Portfolio submission [max. 2000 words]

Individual assessment

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.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

TEACHING AND LEARNING STRATEGY

- The unit is delivered in a seminar format. Students are expected to be active and engaged learners, contributing fully to seminar sessions.
- Learning activities include individual and group tasks that are to be completed during private study and in the seminars. Students need to read in advance of class, participate in iLearn/ in-class tasks, be prepared to work in small groups and discuss the materials assigned each week.
- The lecture notes, social media marketing cases, and other resources will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis. Students are required to check iLearn regularly for announcements/ updates.

CLASSES

- There are **2 hr weekly seminar sessions** which consist of class activities and discussions.
- **Pre-recorded lectures (1 hr)** will be available on iLearn, on a weekly basis, prior to each seminar session.
- The timetable for classes can be found on the University web site at:
<http://www.timetables.mq.edu.au/>
- Attendance will be taken in class.
- Students are expected to arrive on time and not to leave until the class ends.

Technology Used and Required • Use of a PC or laptop is required to access internet/ online platforms, tools, and complete tasks on iLearn, and to access iLearn for course materials.

• Softwares required include: E.g., Zoom, Word processing, PowerPoint, video recorder & video/ media player, Acrobat Reader, etc.

Recommended textbook and other resources: Will be provided on iLearn.

Unit Schedule

Please refer to iLearn: [iLearn.com.au](https://ilearn.mq.edu.au)

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 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/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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.

Changes from Previous Offering

No major changes.

Unit information based on version 2026.03 of the [Handbook](#)