1. **KentVision code and title of the module**

BUSN9066: Customer Insights

1. **Division which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules and/or any module restrictions**

None

1. **The course(s) of study to which the module contributes**

Compulsory: MSc Marketing, MSc Marketing with Industrial Placement

1. **The intended subject specific learning outcomes.
On successfully completing the module students will be able to:**

8.1 understand, apply and critically appraise the steps involved in generating customer insights to address marketing problems through the marketing research process (including problem definition, data collection, data analysis and communicating the findings);

8.2 critically evaluate the different research designs and understand their application to marketing problems for generating relevant customer insights;

8.3 understand and appraise the nature and operation of the marketing research industry and the role of customer insights;

8.4 apply the different marketing research and customer insight tools available to solve marketing problems, and critique the benefits and costs involved in their use.

1. **The intended generic learning outcomes.
On successfully completing the module students will be able to:**

9.1 negotiate and work with peers;

9.2 work under own initiative;

9.3 work with others;

9.4 identify, critically analyse, and address both academic and practical problems;

9.5 critically outline a logical case/argument

1. **A synopsis of the curriculum**

This module provides an overview of key topics in generating customer insight using contemporary marketing data and will provide students with the platform to understand the importance and use of information for making marketing decisions. While this module will cover concepts in customer insights and marketing research, its focus will be on i) providing students with an understanding of how customer insights fit into the contemporary marketing framework, and ii) understanding and interpreting the use of customer insight information and tools.

Indicative topics may include:

* What is marketing research and the role of customer insight
* The role of buyers and sellers in generating customer insights
* The marketing research industry and its role in developing customer insights
* Qualitative and quantitative techniques in generating effective customer insights
* Secondary data and marketing intelligence
* Observational techniques and data
* Experiments and test marketing
* Questionnaire design and implementation
* Cross cultural issues in developing customer insights
* Communicating customer insights effectively to the client
1. **Reading list**

The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

1. **Learning and teaching methods**

Private study: 128

Contact hours: 22

Total study hours: 150

1. **Assessment methods**
	1. Main assessment methods

Group Project (2,500 words) (20%)

Individual Research Proposal (3500 words) (80%).

13.2 Reassessment methods

Reassessment Instrument: 100% coursework through Individual Research Proposal

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)**

**Module learning outcomes against learning and teaching methods**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| *Private Study* | **X** | **X** | **X** | **X** |  | **X** |  | **X** | **X** |
| *Lectures* | **X** | **X** | **X** | **X** |  |  |  | **X** | **X** |
| *Seminars* | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| *Group Project* | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |
| *Individual Research Proposal* | **X** | **X** | **X** | **X** |  | **X** |  | **X** | **X** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Internationalisation is reflected in the learning outcomes, content and assessment which include a focus on marketing theories and practice in both domestic and international business environments.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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