1. **Title of the module**

   Digital Customer Experience and Value Management – PRSN5129

2. **School or partner institution which will be responsible for management of the module**

   Pearson College London

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

   Level 5

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

   15 credits (7.5 ECTS)

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

   Autumn, spring and summer

6. **Prerequisite and co-requisite modules**

   None

7. **The programmes of study to which the module contributes**

   BSc Digital Marketing
   BSc Digital Marketing (Integrated Degree Apprenticeship)

8. **The intended subject specific learning outcomes**

   **On successfully completing the module, students should be able to:**

   8.1 Demonstrate comprehensive knowledge of the customer journey within the digital realm of an organisation as well customer value creation strategies in digital marketing

   8.2 Apply a comprehensive range of customer journey analysis tools in order understand problems, issues, and opportunities within a global context

   8.3 Justifiably evaluate organisations' current customer value creation activities and/or strategies within a global context

   8.4 Make customer journey and customer value creation recommendations based on analyses of any given situation.
9. **The intended generic learning outcomes**
On successfully completing the module, students should be able to:

9.1 Demonstrate an ability to communicate and actively listen at all levels
9.2 Work under pressure and unsupervised
9.3 Consider the impact of work on others, especially where related to culture, diversity and equality
9.4 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of a high quality and fit for purpose, with high attention to detail and the ability to work to deadlines
9.5 Show integrity and respect for confidentiality and data security in work and personal situations.

10. **A synopsis of the curriculum**
This module focuses on customer insight, strategic relationships, acquisition and focus of customers, taking into account the customer experience and retention / loyalty. Segmentation, targeting and application of sales funnel, path to purchase, and customer attribution.

Changing landscapes, Developments in society
Marketing and sustainability: Separating facts from fiction
Systems and customer-centricity
How stakeholders make buying decisions
Users and/or customers?
Understanding the experience and expectation required:

- Appropriate research methodologies, platforms and technologies to synthesise
- Customer journey analysis
- Customer pain points and bottlenecks
- Driving customer behaviours and outcomes
- Deriving customer value
- Customer value strategies
- Increasing cross-sales, up-sales, loyalty and retention
- Customer lifetime value
- Segmentation, targeting and application of sales funnel,
- Path to purchase and customer attribution
- The sustainable customer; Acquiring, retaining and satisfying customers

Marketing planning

- Goal setting: Mission (or vision) statement, corporate objectives and gap analysis
- Situation review: The internal (micro) and external (macro) environments
- Marketing objectives, strategy formulation and tactical implementation
- Resource allocation: Monitoring, evaluation and control
- Barriers to adopting sustainable marketing planning: And how to overcome them

The marketing mix: Communications, convenience for customers, customer benefits, cost or sacrifice, services and sustainability, E-service portals
11. **Reading List** (Indicative list, current at time of publication. Reading lists will be published annually)


12. **Learning and Teaching methods**

   Total contact hours: 25  
   Total private study hours: 125  
   Total module hours: 150

13. **Assessment methods**

   13.1 Main assessment methods
   
   The assessment for this module will be as follows:

   - Individual advice based series of videos (YouTube or similar) presentations 2 x 5 minute each, 10 minutes in total – 50%
   - 2000 word individual report including site mapping – 50%

   13.2 Reassessment methods
14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

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<thead>
<tr>
<th>Module learning outcome</th>
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15. Inclusive module design

The Collaborative Partner 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.

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation:

Organisations need to cater for international markets and consumer preferences. The level of personalisation is critical across all digital platforms in order to give each consumer a very engaging customer experience. In this module, students will look at how to deliver a compelling customer experience across borders.
18. **Partner College/Validated Institution:**
   Pearson College London

19. **University School responsible for the programme:**
   Kent Business School

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**FACULTIES SUPPORT OFFICE USE ONLY**

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

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<tr>
<th>Date approved</th>
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