1. **Title of the module**
   Value Proposition Design – PRSN5131

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 or summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   BSc in 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 Understand and describe the key components and process that leads to the development of value propositions within a global context
   
   8.2 Identify market and customer research techniques to determine potential opportunities to create value propositions
   
   8.3 Work through the value proposition development process, identifying and understanding differences within different cultural settings around the world
   
   8.4 Monitor, measure, and iterate value propositions.

9. **The intended generic learning outcomes**
   **On successfully completing the module, students should be able to:**
   
   9.1 Work under pressure and unsupervised
   
   9.2 Consider the impact of work on others, especially where related to culture, diversity and equality
   
   9.3 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines
   
   9.4 Show integrity and respect for confidentiality and data security in work and personal situations.
9.5 Demonstrate logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situations.

10. A synopsis of the curriculum

This module provides a combined insight into the methods, theories, and techniques used to continuously capture customer intelligence in order to create value, and in turn, monitor, measure, and evaluate its success.

The proposition components

- Market and customer insight
- Primary and secondary research techniques
- In-market testing
- Generating a market insight
- Translating the insight into a proposition

Quantifying the Emotional Element of Value Propositions

- What exactly is a Financially Quantified Value Proposition?
- Why it is Critical to Understand How Key Buying Decisions are Made;
- For Which Segments Should Value Propositions Be Developed?
- How to Identify your Customers' Needs before Creating a Value Proposition;
- Understanding the Needs of Customer Segments to Quantify your Value Proposition;
- Determining Asset Base and Capabilities before Creating a Value Proposition

Delivering and Communicating Value:

- Developing and Presenting Value Propositions that Resonate with Customers
- Value-Celling and How to Maximise Value-Creation in Supply Chains

Measurement and iteration

- Creating benchmarks and KPIs
- Determining key success factors
- Competitor review
- Iteration techniques.

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
MODULE SPECIFICATION

Total module hours: 150

13. **Assessment methods.**
   13.1 Main assessment methods
   - 10 minute individual and live digitally transmissible presentation (Facebook live presentation or equivalent) - 50%
   - 2,000 individual written report – 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)**

<table>
<thead>
<tr>
<th>Module learning outcome</th>
<th>8.1</th>
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<tbody>
<tr>
<td><strong>Learning/ teaching method</strong></td>
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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; and
   b) Learning, teaching and assessment methods

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

Pearson College London
17. **Internationalisation**
   We need to design digital products to be applicable to international markets. Therefore, this module looks at how we determine and design products for global consumers.

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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<thead>
<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of delivery of revised version</th>
<th>Section revised</th>
<th>Impacts PLOs (Q6&amp;7 cover sheet)</th>
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Module Specification Template with Guidance (May 2018)