

IB9FW-15 Customer Value Management

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Mojtaba Poorrezaei

Credit value

15

Module duration

10 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module combines key aspects of Marketing and Operations, to help develop a comprehensive understanding of how Customer Value is created for customers, to address needs and wants. The module was created following a 2017 review of the MIM course, that suggested students needed a greater 'general management' perspective that might be developed through a cross-disciplinary approach. With this in mind, and also reflecting management practice, this cross-functional module, covers Marketing and Operations theory in an applied and practical manner. More specifically the module explores how efficient and effective value propositions are created, communicated and delivered to customers.

Module aims

The principal modules aims are to;

- Develop an understanding of the concept of customer value
- Develop an understanding of how customer value is created, offered and delivered by organisations, based on an assessment of customer needs and preferences.
- Enable an understanding of the co-creative relationships between design, operations and

marketing of products and services

- Enable an understanding of the requirement for quality management and capacity planning in operations and outputs
- Explore how managers make decisions regarding marketing and operational issues, and the importance of context.
- Develop critical thinking regarding the theory and application of key marketing and operational principles, in various contexts

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Key topics covered in the module include:

The customer-led organization and the marketing concept.

Customer Value, and building customer relationships.

Understanding and interpreting the business environment

Understanding customers i.e. Buying behaviour, market segmentation, target marketing and positioning

Understanding customer value i.e. Value proposition, product and service concepts, branding strategies, pricing strategies.

Designing products and services

Issues of quality management and control

Customer Relationship Management

Assessing customer demand i.e. Demand & Capacity planning, managing variations in demand & capacity, queuing strategies,

Communicating Customer Value - Integrated Marketing Communications, New Media.

Delivering Customer Value i.e. channel design & management, Sales & Key Account management.

Typologies of operations i.e. Fulfilment, Managing the value chain, operational approaches and strategies

Service Marketing i.e. delivery, Service Profit Chain and the Extended Marketing Mix.

Marketing & Operations planning

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate comprehensive understanding of the concept of Customer Value, and how customer value is created, offered, and delivered.
- Assess the appropriateness of design, marketing, and operations management techniques used in managing products & services, and the interrelationships of these functional areas
- Demonstrate understanding of key processes involved in the creation of products & services
- Demonstrate understanding of context, and its impact on management decisions, and an understanding of processes, their design and management
- Demonstrate the use of subject relevant analysis and analytic techniques

- Demonstrate an ability to synthesise meaning from complex information
- Analyse case studies and propose potential solutions to marketing management problems
- Critically review latest trends and best practices in marketing and operations

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

Core and recent key journal papers in the Marketing and Operations domain are highlighted and discussed in lectures, seminars and class discussions

Interdisciplinary

The module is inherently interdisciplinary. Marketing and operations theories are used in combination, to develop a wider perspective and understanding of value creation in organisations around customer expectations.

International

Case studies and class discussions (with and within our international cohort) all draw on international dimensions to illustrate differences and similarities in the challenges faced by business managers and leaders in relation to Customer Value Management.

Subject specific skills

Create and develop a coherent marketing and operational plan to deliver customer value and organisational objectives

Apply and evaluate key marketing and operational concepts and frameworks

Transferable skills

Demonstrate problem solving skills

Demonstrate communication skills (oral and/or written)

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Other activity	18 hours (12%)
Private study	51 hours (34%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Self-study to include pre-reading for lectures

Other activity description

9 x 2hrs F2F workshops

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D2

Assessment component	Weighting	Study time	Eligible for self-certification
Group Presentations Group presentations of case analysis and scenarios	20%	15 hours	No
Reassessment component			
Individual assignment			Yes (extension)
Assessment component			
Centrally-timetabled examination (On-campus)	80%	57 hours	No

Weighting **Study
time**

**Eligible for self-
certification**

- Answerbook Pink (12 page)

Reassessment component is the same

Feedback on assessment

via myWBS

[Past exam papers for IB9FW](#)

Availability

Courses

This module is Core for:

- Year 1 of TIBS-N2N3 Postgraduate Taught Management