

IB9WE-15 Crafting and Curating World-class Customer Experiences

27/28

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Mojtaba Poorrezaei

Credit value

15

Module duration

9 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module focuses on the strategic design, management and evaluation of world-class customer experiences in contemporary markets.

It explores how organisations create value by curating meaningful, consistent and engaging experiences across physical, digital, social and omnichannel touchpoints.

Students will examine how customer journeys are shaped by consumer needs, emotions, expectations, technologies and organisational processes, and how firms can use customer insight and data to identify pain points, personalise interactions and improve experience quality. Drawing on contemporary theory, real-world cases and applied customer experience tools, the module enables students to critically evaluate and design customer experience strategies that strengthen customer satisfaction, loyalty, trust and long-term brand relationships.

Module aims

The principal aims of this module are to:

Critically examine customer experience as a strategic, data-informed and value-creating practice

within contemporary marketing and consumer behaviour.

Challenge students' assumptions about traditional marketing by exploring the intersections between customer experience, service-dominant logic, servitisation, service innovation, user experience and customer-centricity.

Develop students' advanced understanding of how consumer needs, expectations, emotions, behaviours and contextual factors inform the design and curation of customer experiences across physical, digital and omnichannel environments.

Enable students to critically evaluate customer journeys, touchpoint ecosystems and moments of truth using relevant theoretical frameworks, customer insight and experience analytics.

Introduce contemporary approaches to customer experience management, including journey mapping, design thinking, customer journey analytics, AI-enabled personalisation, predictive insight and experience measurement.

Develop students' ability to appraise the ethical, social and managerial implications of using customer data to design personalised, inclusive and responsible customer experiences.

Encourage students to analyse customer experience strategies across diverse international, cultural, sectoral and organisational contexts.

Enable students to design, justify and critically evaluate customer experience strategies that enhance customer satisfaction, trust, loyalty, engagement and long-term relationship value.

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.

The indicative syllabus will include:

Customer experience strategy, theories and contemporary debates

Experience-led value propositions and customer-centricity

International contexts and changing customer expectations

Customer journey mapping, touchpoints and moments of truth

Customer insight, journey analytics and experience measurement

AI-enabled personalisation and ethical use of customer data

Customer relationship management, loyalty, trust and engagement

Service innovation, user experience and omnichannel management

Aligning employee experience, customer experience and corporate sustainability

Learning outcomes

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

- Understand the central arguments of service science and customer experience and critically evaluate their role, usefulness and applicability in a marketing and business context.
- Demonstrate understanding of the theory of marketing and how it can be applied to the marketing of service
- Demonstrate how service innovation contributes to the overall impact of marketing strategies and initiatives
- Demonstrate understanding of user experience and how it can be applied to creating value in the customer experience
- Critically evaluate the principles and theory underpinning service marketing and customer experience
- Learn to apply and critically evaluate the concepts, tools and frameworks for analysing services and customer experience

Indicative reading list

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

Subject specific skills

Understand how to apply a range of practical frameworks in order to create value through service and customer experience.

Diagnose the extent to which a corporate culture is experience-led

Demonstrate specific experience-management skills including use of consumer insight data and customer journey mapping

Demonstrate an ability to apply emerging theoretical approaches to practical customer experience challenges.

Transferable skills

Written communication

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

Private study to include preparation for lectures/ seminars/ workshops and own reading

Other activity description

9 x 2 hour 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 A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment 3000 words	100%	72 hours	Yes (extension)

Reassessment component is the same

Feedback on assessment

via my.wbs

Availability

There is currently no information about the courses for which this module is core or optional.