

Module code	MPS706	Level	7
Module title	Individual Marketing	Credit value	10
Programme(s) on which the module is taught	MSc Marketing Psychology	ECTS Credits	5
		Notional learning hours	100

1. Pre-requisite modules

None.

2. Module aims and objectives

Marketing to an individual (also called one-to-one or individual marketing) is concerned with understanding all aspects of an individual consumer's purchasing behaviour - from pre-purchase activities through to post-purchase consumption and evaluation. This is achieved by generating an individual consumer's profile and behaviour through the process of data analysis, segmentation and targeting. A rapidly shifting digital market and buyer behaviour is not only making the ability to measure the impact of marketing more measurable, it is also making it fundamentally more tangible to the business.

Both sales and marketing are responding to those shifts by creating a new buyer approach that allows marketing to take more responsibility for the company's bottom line. Where traditionally marketing and sales had specific B2B or B2C approaches that kept the two operations very siloed, those approaches are quickly being morphed into the all-encompassing business-to-individual (B2I) category.

The concept of B2I, where businesses sell to an individual's wants, likes, and needs, has come about due to dramatic changes in the way customers and brands both discover each other and the ease with which they can now interact. The many ways of discovery, online and offline, has forced marketing to take on traditional sales processes. No longer just responsible for the difficult to measure tasks of "gaining mindshare" and "awareness," in the B2I world, marketing is facilitating the customer's desire for self-serve investigation, evaluation of solutions and benefits, and engaging with the vendor. Ultimately, marketers are now tasked with driving sales actions such as trialing, buying online, or even acting as an interim salesperson.

This marketing managed customer process doesn't always just end with a hard sale either, carrying through to the service and renewal cycles. Each of these steps are now monitored, measured, and tied to revenue. Customers, regardless of consumer or business, are now buying in a pattern of "read, read some more, read even more, buy, engage, get exposed to more brands while learning about how to use your product, potentially renew" instead of "hear, read a little, try briefly, maybe buy."

The rise of competition due to the decreasing cost of building and delivering parity products is only accelerating the shift to B2I as well. This is especially true in technology-driven industries where the value of what customers buy is increasingly digital and easily copied. This is a Customer Relationship Management (CRM) strategy with an emphasis on personalized interactions with customers which in-turn is thought to foster greater customer loyalty and increased return on marketing investment. This is a strategy that relies on getting to know an individual's choice, and then tailoring marketing messages to each customer based on their choices. This concept of marketing to the individual through a CRM strategy was initially introduced by Don Peppers and Martha Rogers in their 1994 book, *The One to One Future*.

A successful implementation of this strategy can help an organisation build better relationships with its consumers, improve its product/ service offerings and design successful marketing campaigns. This in turn can help organisations succeed in achieving their objectives, such as reduction in customer acquisitions costs, increase in retention through upselling and cross selling, greater market reach, market growth, financial gain and brand recognition

This module is designed to provide students, a detailed understanding of the theories in marketing, consumer behaviour, one to one targeting and relationship building in order to instil customer loyalty and achieve business success.

3. Learning outcomes

The module will help students understand the tactics and strategies used to study buying behaviour of an individual consumer and how this knowledge can be used to achieve success in marketing and sales initiatives.

A) Knowledge and understanding

Upon successful completion of this module, you will be able to demonstrate knowledge and understanding of:

- A1: A systematic understanding of knowledge and a critical awareness of issues in the marketing and psychology disciplines.
- A2: Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry from marketing and psychology are used to create and interpret knowledge.
- A4: An ability to collect and analyse data and information, to evaluate their relevance and validity, and to synthesize a range of information in the context of new situations.
- A5: Their conceptual understanding of marketing and psychology and which enables the use of existing research and scholarship to identify new or revised approaches to practice.

B) Skills

Upon successful completion of this module, you will be able to:

- B1: Analyse complex marketing and psychological issues systematically and creatively and communicate their conclusions clearly to specialist and non-specialist audiences.
- B2: Demonstrate self-direction and originality in tackling and solving problems at the interface of marketing and psychology, and act autonomously in planning and implementing related tasks.
- B3: Develop the ability to conduct research in marketing and psychology independently, and as part of a team through research design, the collection and analysis of qualitative and quantitative data, synthesis and reporting.
- B4: Use information and knowledge effectively in order to abstract meaning from data.
- B5: Develop effective communication: networking, listening, oral and written communication of complex ideas and arguments, using a range of channels/media.
- B6: Demonstrate an awareness and understanding of ethical issues in marketing and psychology; show awareness of corporate social responsibility and sustainability issues; and apply ethical and organisational values to situations and choices.

4. Indicative content

- Company resources, capabilities and Objectives
- Understanding Consumer Behaviour
- The CRM Strategy
- Data collection, organisation and Analysis
- Customer Segmentation and Targeting
- Mass marketing to Individual Marketing
- Message optimisation for the individual (Retention through Cross selling and Upselling)
- Achievement (A success for the individual customer and the organisation)
- Research methods – Social Media Monitoring and Listening

5. Learning and teaching methods

The structure of the module will be as follows:

The module sessions will incorporate a variety of methods such as lectures, seminars, guest speakers and case discussion workshops. Academic concepts will be presented using a lecture format followed by interactive workshops where the work from the lecture will be carried forward with the help of case and campaign discussions. During seminars activities, the students will be encouraged to work in teams and asked to use their analytical and investigative skills in understanding the campaigns and the relative outcomes.

This is an example of the notional learning hours for this module:

10 credit module - 100 learning hours	
Directed learning	20 hours
Lectures and seminars	20
Indicative Collaborative Learning (non-directed)	10 hours
Workshops or simulations (with industry input)	5
Field trip / company visit	2
Tutorials	3
Indicative Self-directed learning	70 hours
Preparation for class	10
Self-study after class	15
Preparation for assessments	15
Assessment	30
Total	100 hours

6. Assessment and relative weightings

The assessment strategy has been designed to demonstrate a student's ability to critically analyse and evaluate current theories in marketing to the individual, followed by their application in the area of strategy and tactics. Both the individual report and the presentation simulate the type of activities that marketing staff may be involved with, in identifying and analysing the behaviour of their individual customer and design marketing campaigns to satisfy the needs of an individual customer. There will be a formative assessment for both parts.

Formative: Feedback on group project and Presentation

Students will be asked to report in blogs on the development of their group project on a fortnightly basis (max 300 words). Feedback on the group blogs will be provided during the term. Best practices and areas for improvement will be discussed in class during the seminars.

A draft presentation on the project will be conducted during the seminar of week 8. Its purpose will be to enable the students to get further feedback on the development of their project and share ideas and opinions regarding specific subjects related to marketing strategy

Summative assessment

Individual Research Report and Presentation: 100% TMM
(indicative word count 3500) due in week 10

This individual assessment is based on the concept of experiential learning. Through this assessment, the students will be encouraged to explore academic theories and concepts used by marketing practitioners in shedding light on consumer behaviour and the opportunities and challenges this presents for organisations.

The report will be assessed on the successful presentation of the following topics:

- Identify a company's product service offering (based on their Core Competencies)
- Identify objectives
- Identify the target market (Customers)
- Derive a multichannel CRM strategy for Data collection, Data organisation and Data Analysis
- Create Customer Segmentation and Customer Profile of the Individual Customer
- One to one Customer Targeting through message optimisation
- Control and benchmarking
- Review of the process cycle

7. Mapping of assessment tasks for the module

Assessment tasks	Learning outcomes										
	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6
Project Report	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Presentation	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓

8. Key reading

Core Reading

Willcox, M. (2015) *The Business of Choice: Marketing to Consumer's Instincts*, Pearson.
 Mothersbaugh, D., and Hawkins, D. (2015) *Consumer Behaviour: Building Marketing Strategy* (13th Ed), McGraw-Hill.

Other Reading

Brassington, F. & Pettitt, S. (2013). *Essentials of Marketing*. 3rd ed. Harlow: Pearson Education Ltd.

Journals

Journal of Research of Marketing and Entrepreneurship
International Journal of Research in Marketing
Journal of Marketing Management
Journal of Personal Selling and Sales Management
International Marketing Review