

Module code	MKT403	Level	4
Module title	Customer-led Marketing and Channels	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
Courses on which the module is taught	BA (Hons) Business and Marketing BSc (Hons) Digital Marketing and Analytics	Notional learning hours	200
		Teaching Period	Spring

1. Module description

Customer-led marketing (CLM) is the act of listening to your customers and creating a product that not just satisfies their basic needs, but also enhances their overall experience. In all channels that customers use (and the ensuing routes to market), customers are now better informed and expect to be treated like individuals, in an ethical and sustainable manner.

Customer-centricity permeates throughout the organisations of today. Businesses that get the point know that modern consumers expect to be treated like human beings with real-life wants and needs. This module invites you to learn the contemporary approach of customer-led marketing. This module explores the concepts of marketing, services and experiences that can connect and engage customers effectively.

This module is designed to introduce you to the core principles of customer-led marketing and the growing role of technology in it. You will learn about the latest marketing concepts and practices as well as the role of big data and social media platforms. This module will focus on core principles of marketing such as marketing planning, strategies, segmentation, targeting and positioning, the marketing mix, marketing communication, customer journey mapping, buyer personas, content and social media marketing, storytelling, etc. Customer-led marketing and channels will pay particular attention to the different ways marketers can use technology such as digital and social media to improve their relationships and experience with customers.

2. Learning outcomes

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

Collaboration (MLO 01)

Explore collaboration and networking opportunities to generate ideas for given marketing-related situations.

Innovation (MLO 02)

Define and compare marketing value-propositions, combining curiosity, innovation and creativity.

Communication (MLO 05)

Communicate, visually, orally and in writing, your arguments and reasoning on engaging defined customer audiences and channels, using established marketing principles.

Discipline Knowledge (MLO 07)

Explain theories, key concepts and facts relevant to the study of marketing and channels and the environments in which they operate locally, globally and digitally.

3. Learning and teaching methods, and reasonable adjustments

The module is designed to be a student-focused and student-led learning experience. You will be given the opportunity to explore theoretical and practical frameworks and apply them in marketing practice. Each week you will engage in a variety of activities that enable you to both gather research and apply your findings to a practice-based scenario in class. You will acquire new information, share your ideas and perspectives, participate in discussions, collaborate with your peers and reflect on your learning. To gain full benefit from the module design, you are expected to participate actively in class by preparing, presenting, and discussing the weekly materials and marketing practice-based exercises. Additionally, assessment scaffolding is provided during the workshops.

Learning hours	
Directed learning	48 hours
Classes/Seminars/Workshops	48
Guided/Self-guided learning	152 hours
Total	200

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessment, formative feedback and relative weightings

Assessment 1: Poster

Weight: 40%

Word Count or Equivalent: 500 words

The assessment task requires you to identify and justify a specific customer segment using social listening and to create two related buyer personas for a business. You will summarize your findings and develop your response in a visual format i.e. infographic, where you will be able to include visual elements as well as text.

Assessment 2: Project (Group Assessment) Weight:

60 %

Word Count or Equivalent: 2000 words and 1-minute video & campaign content

In groups, you will create a content marketing campaign plan to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media using

available platforms such as YouTube, Instagram, Facebook, etc. In your report, you will provide the rationale for the choice of channel and a critical brief of the campaign. Your submission will be complemented by a 1- minute video clip and 1- month content plan with a calendar for social media.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback

Mapping of assessment tasks for the module				
Assessment tasks	MLO1	MLO2	MLO5	MLO7
Poster		x	x	x
Group Project	x	x	x	x

5. Indicative resources

Burgess, C. and Burgess, M. (2020) *The New Marketing: How to Win in the Digital Age*, SAGE Publications Ltd.

Jobber, D. and Chadwick, F. *Principles and Practice of Marketing*, 9th ed, 2019. McGraw Hill

Kotler, P. and Armstrong, G. *Principles of Marketing*, 18th ed., 2021. Pearson. UK

Kumar, D. (2022). *Marketing in the Digital Era*. SAGE Publications Ltd.

Tuten, T. (2019) *Principles of Marketing for a Digital Age*, Second Ed. SAGE Publications Ltd.

Tuten, T. (2019) *Social Media Marketing*. 4th ed. SAGE Publications Ltd.

William, P. and Ferrel, O.C., *Foundations of Marketing*, 9th ed, 2022, Cengage Learning

Additional Resources

Marketing Week, Inc., Insider, European Business Review, Harvard Business Review Ted Talks, Journal of Marketing, Chartered Institute of Marketing, Chartered Management Institute, Institute of Direct Marketing, PR Week, Campaign, The Economist