

MKTG 2010 CUSTOMER EXPERIENCE FUNDAMENTALS

Credit Points 10

Legacy Code 201082

Coordinator Daniela Spanjaard ([https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/](https://directory.westernsydney.edu.au/search/name/Daniela%20Spanjaard/))

Description Customer experiences occur when there is interaction between a company and their customers. Increasing digitisation of this interface has resulted in a shift of buyer expectations where communication is no longer a one-way process. The result being that this exchange comprises of the customer journey where internal factors such as attitudes, learning and emotions combined with external factors such as culture, social communities, and global networks influence decisions. This unit introduces the complexity of technology driven relationships where customers become co-creators of their own personalized experiences and how companies can be part of this. Students will learn the importance of creating positive customer experiences and how this adds value to organisation strategy.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Equivalent Subjects MKTG 1003 - Consumer Behaviour

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Examine the interactions between a company, their partners and customers on the quality of customer experiences and the customer journey.
2. Apply theoretical concepts, models and frameworks to address a real-world customer experience demonstrating an understanding consumer behaviour
3. Analyse the influence of brand and social communities especially within the digital space
4. Identify social, economic and environmentally responsible customer behaviour
5. Describe how global customer experiences influence local customer decisions

Subject Content

- The Customer Experience journey
- Customer Decision Making
- Internal consumer behaviour theories including learning, attitudes, memory, emotions, perception and motivation
- External consumer behaviour theories including culture, subculture, social stratification and reference groups
- Social Media and influencers
- Brand Communities
- Social Wellbeing
- Global Customer Experience

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Applied Project	3500 word equivalency	30	N	Group
Report	2500 words	40	N	Individual
Quiz	1 hour	30	N	Individual

Teaching Periods

Autumn

Campbelltown

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2010_22-AUT_CA_D#subjects)

Online

Online

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Parramatta City - Macquarie St

Day

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WSU Online TRI-2

Wsu Online

Online

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Sydney City Campus - Term 2

Sydney City

Day

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