MKTG 7033 CUSTOMER EXPERIENCE

Credit Points 10

Legacy Code 201022

Coordinator Lynne Freeman (https://directory.westernsydney.edu.au/search/name/Lynne Freeman/)

Description Customer experiences occur when there is interaction between a company and their customers for the duration of their relationship. It comprises the customer journey, the consumer-brand 'touchpoints' and the environment in which these experiences happen. Increasing digitisation of the organisation-customer interface has resulted in a shift of buyer expectations where it is easier to compare market offerings and where communication is no longer a one way interaction. This subject considers the complexity of the technology driven relationship where customers become co-creators of their own personalized experiences and how companies can be part of this.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects MKTG 7004 - Buyer Behaviour

Restrictions

Students must be enrolled in a postgraduate Business program or 3749 - Master of Science.

Assumed Knowledge

An understanding of marketing theory and relevant principles is assumed.

Learning Outcomes

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

1. Explain the complex interactions between a company, their partners and customers which influence the quality of all customer experiences and the customer journey
2. Apply the process of dividing people into social networks based upon criteria such as communication, demographics, product usage, digital use and psychographic attributes and behaviours
3. Formulate a virtual customer experience via the application of digital media and networks
4. Evaluate customer-centric metrics for better decision making
5. Reflect on the issues around maintaining customer privacy in the digital age

Subject Content

1. Investigating customer experience ecosystems
2. Social segmentation
3. The virtual customer experience
4. How human emotions drive positive customer experiences in real-time
5. Customer Insights
6. Managing customer privacy

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.

Type	Length	Percent	Threshold	Individual/ Group Task
Case Study	2,500 words	45	N	Individual
Applied Project	3,500 word equivalency	30	N	Group
Quiz	90 minutes	25	N	Individual

Teaching Periods

Quarter 2 (2022)
Parramatta City - Macquarie St
Evening
Subject Contact Lynne Freeman (https://directory.westernsydney.edu.au/search/name/Lynne Freeman/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7033_22-Q2_PC_E#subjects)

Quarter 2 (2023)
Parramatta City - Macquarie St
On-site
Subject Contact Lynne Freeman (https://directory.westernsydney.edu.au/search/name/Lynne Freeman/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7033_23-Q2_PC_1#subjects)

Sydney City Campus Quarter 3 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7033_23-SQ3_SC_1#subjects)