TRUST ACADEMY
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Scheme of Work

Programme/Qualification Title:	Module/Unit Title/Ref No:
CIM Level 4 Certficate in Professional Marketing	**Customer Insights (VRQ)**

Tutor:	No of weeks/sessions *or* Start/end dates:	Hours per week/per session:	Total GLH:
Mr Adam Gavaza	=38Weeks	4 hours per week	150

Module/Unit Aims:

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- Customer loyalty, the customer/user experience, and customer insight are the core of achieving optimum satisfaction and retention. This module gives you an understanding of the contemporary customer's complex needs and wants their behaviour as consumers and how this sets their expectations. You will learn how to gain the insight required understanding those needs and mapping the journey to ultimately improve their experience.

Module/Unit Learning Outcomes:

- Understand the range of customer contexts in which the marketer operates
- Understand the key factors that influence customer behaviour
- Understand the experience
- Know how to enhance the customer experience
- Understand the range of research methods and metrics available to monitor customer experiences
- Know how to use and apply research approaches to gain insight and inform decision making

Date/ Week/ Session No:	No. of GLH	Module Content	Learning Outcome(s)	Method(s) of delivery	Resources	Assessment, i.e. means of evaluating achievement of Learning Outcomes
Lectures 1 to 4	16	Unit 1: Fundamentals of Customer Behaviour

Explain the characteristics and context of the organisation's customers

Indicative Content;

-Types of customers-B2B , B2C, Clients and users , organisations , buyers and consumers
-Organisational contexts-Profit , not profit , FMCGs and Third sector
-Differences in motivation, needs , wants ,and values
-Influence in technology, environment (PESTLE) and global contexts. | Understand the range of customer contexts in which the marketer operates

Understanding B2B and practical examples as well as its application
Appreciate motivation | On- line and face to face lecturing | Prescribed text-book and online journals (MyCim) | On-going basis using questions from the assignment tasks (assignment) and presentations |

Lectures 5-9	20	Outline how the process of market segmentation, targeting and positioning supports differentiation in the market**.** Indicative Content; -Segmentation , targeting and positioning concepts -Segmentation approaches (Geographic , Demographic , Psychographic , Benefit sought and Industrial bases) -Targeting Strategies (Differentiated , Undifferentiated , Focus/Niche) -positioning Strategies (price , benefits, product class , competitor, endorsements and by origin) -Achieving competitiveness and supporting organisational aims				
Lectures 10 -12	4	Assess the individual factors and group influences on buyer behaviour Indicative Content Individual factors;	Understand the key factors that influences customer behaviour	Online lecturing and chat group discussions (Apps)	Prescribed text-book and online journals	Continuous assessment of the first task

		-Motivation such the theories of motivation , Learning , Perception , Attitudes and Lifestyles Group Influence -Opinion leaders , Reference groups – Culture		Online lecturing and chat group discussions (Apps)	Prescribed text-book and online journals	Continuous assessment of the first task
Lectures 13 -15	6	Discuss the adaptation of the marketing mix in the context of different consumer requirements; Indicative content; -The 7Ps of the marketing mix and how they help to achieve the consumer requirements -Clear positioning based on segment profiles , wants and needs				
Class-Presentatio n 2	2	Class Presentations				
Exercise 2	2	In- Class Written Test				
Total no of Lectures 50	50					

		Unit 2 Customer Experience Apply the concepts used to understand a customer's experience	Understand the customer's experience		Prescribed text-book and CIM Journals	On-going basis using questions from tasks (assignment) and presentations
Lecture 18-22	8	Indicative Content -Mapping the journey -Service Satisfaction -Critical Incidents -Moment of the truth -Customer touch points -Service Blue Prints -Ladder of loyalty				
Lecture 23-25	6	Describe how the digital marketing influences customer's expectations and behaviour. Indicative Content; -online forums -Social media -Comparison websites Online buying				
Lecture 26-30	10	Explain how the digital technologies are improving marketer's ability to manage				

		customer experience Indicative Content; -Direct Marketing and Selling -Use of algorithms and AI -Online Complaint handling -Post purchase management				
Lecture 31-36	12	Illustrate how customer experience can be enhanced in context Indicative Content; -Mapping the customer journey -Identify opportunities and touch points for improvements -Closing gaps in expectations vs. experience -Extending the relationship lifecycle				
Lecture 37-42	12	Explain the principles and benefits of Customer Relationship Management Indicative Content -CRM Concepts -Managing all customers facing interactions -Enhancing Customer Value -A dynamic approach – Continuous improvement.				

| Lecture 43-48 | 50 12 | Unit 3 : Measuring and Monitoring

Assess research sources and methods for monitoring customer experiences

Indicative Content ;
-Data sources
-Primary and Secondary
-Quantitative and Qualitative
-Research Methods (Surveys , Observation, online surveys and experimental)
-Influences of technology on data sources, gathering, management and analysis.
-Compare and contrast the benefits and limitations of customer experience metrics | | | |
| Lecture 48 - 54 | 14 | Indicative Content;
-Customer Satisfaction Surveys/Measures
-Complaints
-Retention
-loyalty
-Churn
-Customer Lifetime Value | | | |

Lecture 56 - 60	12	Prepare an outline research proposal to gain customer insight Indicative Content; -Research questions/objectives -Research design -Data capture instrument -Apply research approaches to sampling, ethics, project management, research supplier relationships and costing.				
Lecture 61- 66	10	Evaluating customer research and insight Indicative Content; -Validating sources -Rationale -Sampling -Trends , patterns and issues identified -Drawing conclusions from insight				
Lecture 67	2	Revisions				

	2	Assessment of Tasks				In class test for

Total number of GLH:	Syllabus content fully covered:				All Learning Outcomes fully covered:				If syllabus/learning outcomes not fully covered, where/how will these be covered elsewhere?
150	**Yes**	☒	**No**	☐	**Yes**	☒	**No**	☐	