

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2018/19**

Part I Course Overview

Course Title: Customer Experience Management

Course Code: FB6840P

Course Duration: Intensive mode: 4 days

Credit Units: 2

Level: P6

Medium of Instruction: Putonghua

Medium of Assessment: Chinese

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to equip the student with theories, concepts, and models of customer experience management drawn from such disciplines as behavioral economics, sociology, psychology, and marketing. Second, students will apply innovative tools and methods of customer experience from various business cases to analyze the whole journey of customer experience. Third, students will learn to develop, design, and implement successful customer experience program for their own companies or a real business company.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Critically discuss and assess the theories, concepts, and models of customer experience management drawn from such disciplines as behavioral economics, sociology, psychology, and marketing.	20	✓		
2.	Effectively analyze the whole journal of customer experience and identify the key customer touchpoints.	20		✓	
3.	Grasp innovative tools and methods of customer experience.	20		✓	
4.	Develop, design, and implement successful customer experience program for their own companies or a real business company.	40		✓	✓
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
TLA1	Lectures: Concepts, theories, and general knowledge of customer experience management are explained through lectures and in-class discussions/exercises. Students are given exercises that cover relevant topics and are encouraged to work along with the lecturer and their peers. These exercises help students to visualize the applications of the concepts.	✓	✓	✓	✓			
TLA2	Readings: Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through the concepts and their applications.	✓	✓	✓	✓			
TLA3	Group Presentations: Presentations by individual groups to the class on customer experience management program. Other students are encouraged to raise questions for the presenting groups.	✓	✓	✓	✓			

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4			
Continuous Assessment: 100%							
<i>Class Discussion and Participation:</i> Students' participation including questions and comments in the class is used to assess their understanding of the taught theories and concepts.	✓	✓	✓	✓		20%	
<i>Individual Assignment:</i> It is designed to assess the student's grasp and understanding on concepts, thinking, and analytical techniques in customer experience management, as well as student's ability to apply them to create appealing customer experiences.	✓	✓	✓	✓		30%	
<i>Group Project:</i> The project is to assess students' in-depth understanding of the most important principles and concepts of customer experience management, and their ability to apply them to develop, design, and implement successful customer experience program for their own companies or a real business company. Within-group peer evaluation will be conducted to assess each student's contribution to the completion of the project.	✓	✓	✓	✓		50%	
Examination: _____% (duration: _____, if applicable)						100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion and Participation		<ol style="list-style-type: none"> 1. Always participate and make an intellectual contribution at each and every class meeting. 2. Very familiar with the assigned readings, both from the text and additional material. 3. Accurately complete all the assignments. 	<ol style="list-style-type: none"> 1. Frequently participate and make an intellectual contribution at each and every class meeting. 2. Quite familiar with the assigned readings, both from the text and additional material. 3. Accurately complete most assignments. 	<ol style="list-style-type: none"> 1. Occasionally participate and make an intellectual contribution at each and every class meeting. 2. Familiar with the assigned readings, both from the text and additional material. 3. Accurately complete some assignments. 	<ol style="list-style-type: none"> 1. Seldom participate and make an intellectual contribution at each and every class meeting. 2. Marginally familiar with the assigned readings, both from the text and additional material. 3. Accurately complete very few assignments. 	<ol style="list-style-type: none"> 1. No participate and make an intellectual contribution at each and every class meeting. 2. Unfamiliar with the assigned readings, both from the text and additional material. 3. Accurately complete very few assignments.
2. Individual Assignment		Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.	Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.	Grasp subject matter with an appropriate knowledge base, and able to synthesize and analyse.	Have a knowledge of subject matter, and able to synthesize.	Have little knowledge of subject matter, and unable to synthesize the knowledge.
3. Group Project		<ol style="list-style-type: none"> 1. Show excellent command of all aspects by integrating concepts to analyze the journey of customer experience and consolidate lots of insights and implications for strategy formulation. 2. Demonstrate excellent ability to apply the principles and tools of customer experience management to develop, design and implement outstanding customer experience programs to tackle current customer and organizational problems and issues. 3. Present and organize the contents excellently in a business report format. 	<ol style="list-style-type: none"> 1. Show good command of all aspects by integrating major concepts to analyze the journey of customer experience and suggest some implications for strategy formulation. 2. Demonstrate good ability to apply the principles and tools of customer experience management to develop, design and implement excellent customer experience programs to tackle current customer and organizational problems and issues. 3. Present and organize the contents in an organized business report format. 	<ol style="list-style-type: none"> 1. Show acceptable command of most aspects by integrating major concepts to analyze the journey of customer experience and partially able to link them up with strategy formulation. 2. Demonstrate acceptable ability to apply the principles and tools of customer experience management to develop, design and implement fair customer experience programs to tackle current customer and organizational problems and issues. 3. Present and organize the contents fairly in a business report format. 	<ol style="list-style-type: none"> 1. Show marginal command of a few aspects of major concepts to analyze the journal of customer experience but unable to link them up with strategy formulation. 2. Demonstrate marginal ability to apply the principles and tools of customer experience management to develop, design and implement marginal customer experience programs to tackle current customer and organizational problems and issues. 3. Present and organize the contents fairly in a business report format. 	<ol style="list-style-type: none"> 1. Show marginal command of very few aspects of major concepts to analyze the journey of customer experience and unable to link them up with strategy formulation. 2. Demonstrate little ability to apply the principles and tools of customer experience management to develop, design and implement marginal customer experience programs to tackle current customer and organizational problems and issues. 3. Present and organize the contents fairly in a business report format.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Customer experience management, customer needs, consumer behaviour, experience economy, behavioural economics, customer value, attention, attitude, customer choice, customer satisfaction; customer loyalty; customer behaviour; market segmentation, targeting and positioning, product strategy; pricing strategy; distribution strategy; promotion strategy; service strategy; social media marketing; marketing ethics; brand management, position, consumer psychology, customer experience journey, neuroscience, customer emotional management.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

No required textbook. The required readings will be furnished before and during the class.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

The readings of selected books and articles will be provided in class and be updated each year.