

# FB6840P: CUSTOMER EXPERIENCE MANAGEMENT

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Customer Experience Management

### Subject Code

FB - College of Business (FB)

### Course Number

6840P

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

Non-standard Duration

### Other Course Duration

Intensive mode: 4 days

### Credit Units

2

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

Chinese (Putonghua)

### Medium of Assessment

Chinese

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### 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.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-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	x		
2	Effectively analyze the whole journal of customer experience and identify the key customer touchpoints.	20		x	
3	Grasp innovative tools and methods of customer experience.	20		x	
4	Develop design, and implement successful customer experience program for their own companies or a real business company.	40		x	x

#### 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 real-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.

### Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	LTA1	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.	1, 2, 3, 4	
2	LTA2	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.	1, 2, 3, 4	
3	LTA3	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.	1, 2, 3, 4	

**Assessment Tasks / Activities (ATs)**

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Discussion and Participation: Students' participation including questions and comments in the class is used to assess their understanding of the taught theories and concepts.	1, 2, 3, 4	20	

2	Individual Assignment: 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.	1, 2, 3, 4	30	
3	Group Project: 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. .	1, 2, 3, 4	50	

**Continuous Assessment (%)**

100

**Assessment Rubrics (AR)****Assessment Task**

1. Class Discussion and Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Excellent**

(A+, A, A-) - Always participate and make an intellectual contribution at each and every class meeting.

- Very familiar with the assigned readings, both from the text and additional material.
- Accurately complete all the assignments.

**Good**

(B+, B, B-) - Frequently participate and make an intellectual contribution at each and every class meeting.

- Quite familiar with the assigned readings, both from the text and additional material.
- Accurately complete most assignments.

**Fair**

(C+, C, C-) - Occasionally participate and make an intellectual contribution at each and every class meeting.

- Familiar with the assigned readings, both from the text and additional material.
- Accurately complete some assignments.

### **Marginal**

- (D) - Seldom participate and make an intellectual contribution at each and every class meeting.
- Marginally familiar with the assigned readings, both from the text and additional material.
- Accurately complete very few assignments.

### **Failure**

- (F) - No participate and make an intellectual contribution at each and every class meeting.
- Unfamiliar with the assigned readings, both from the text and additional material.
- Accurately complete very few assignments.

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### **Assessment Task**

2. Individual Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

#### **Excellent**

(A+, A, A-) Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.

#### **Good**

(B+, B, B-) Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.

#### **Fair**

(C+, C, C-) Grasp subject matter with an appropriate knowledge base and able to synthesize and analyse.

#### **Marginal**

(D) Have a knowledge of subject matter and able to synthesize.

#### **Failure**

(F) Have little knowledge of subject matter and unable to synthesize the knowledge.

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### **Assessment Task**

3. Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

#### **Excellent**

- (A+, A, A-) - 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.
- 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.
- Present and organize the contents excellently in a business report format.

#### **Good**

(B+, B, B-) - Show good command of all aspects by integrating major concepts to analyze the journey of customer experience and suggest some implications for strategy formulation. - 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. - Present and organize the contents in an organized business report format.

#### **Fair**

- (C+, C, C-) - 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.
- 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.

- Present and organize the contents fairly in a business report format.

### **Marginal**

(D) - 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.

- 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.

- Present and organize the contents fairly in a business report format.

### **Failure**

(F) - 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.

- 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.

- Present and organize the contents fairly in a business report format.

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### **Assessment Task**

1. Class Discussion and Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

#### **Excellent**

(A+, A, A-) - Always participate and make an intellectual contribution at each and every class meeting.

- Very familiar with the assigned readings, both from the text and additional material.

- Accurately complete all the assignments.

#### **Good**

(B+, B) - Frequently participate and make an intellectual contribution at each and every class meeting.

- Quite familiar with the assigned readings, both from the text and additional material.

- Accurately complete most assignments.

#### **Marginal**

(B-, C+, C) - Seldom participate and make an intellectual contribution at each and every class meeting.

- Marginally familiar with the assigned readings, both from the text and additional material.

- Accurately complete very few assignments.

#### **Failure**

(F) - No participate and make an intellectual contribution at each and every class meeting.

- Unfamiliar with the assigned readings, both from the text and additional material.

- Accurately complete very few assignments.

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### **Assessment Task**

2. Individual Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

#### **Excellent**

(A+, A, A-) Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.

#### **Good**

(B+, B) Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.

#### **Marginal**

(B-, C+, C) Have a knowledge of subject matter and able to synthesize.

**Failure**

(F) Have little knowledge of subject matter and unable to synthesize the knowledge.

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**Assessment Task**

3. Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Excellent**

(A+, A, A-) - 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.

- 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.
- Present and organize the contents excellently in a business report format.

**Good**

(B+, B) - Show good command of all aspects by integrating major concepts to analyze the journey of customer experience and suggest some implications for strategy formulation.

- 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.
- Present and organize the contents in an organized business report format.

**Marginal**

(B-, C+, C) - 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.

- 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.
- Present and organize the contents fairly in a business report format.

**Failure**

(F) - 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.

- 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.
  - Present and organize the contents fairly in a business report format.
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**Part III Other Information****Keyword Syllabus**

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.

**Reading List****Compulsory Readings**

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

**Additional Readings**

	<b>Title</b>
1	The readings of selected books and articles will be provided in class and be updated each year.