

Valid for 2024.FS

Module Name: Customer Experience Management	
Module Code	w.MA.XX.CEM-PiE.22HS
Module Description	The financial market is developing from a sellers' into a buyers' market. "The customer is king" is, therefore, the guiding principle of most corporate strategies. To live up to this claim, the customer journey must be designed to the customer's complete satisfaction. However, this journey is as individual and diverse as the people themselves. For the customer journey to be implemented successfully, the customer's experience must, therefore, be understood holistically. The fundamental goal of this module is for students not only to be aware of customer experiences and behavior but to understand and explain these. Students learn to develop recommendations for influencing consumer behavior and to answer the underlying questions of "why?" and "how?". To examine the customer holistically, the module makes use of theories from various disciplines such as psychology, sociology, and economics.
Program and Specialization	Banking and Finance (PiE)
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012
Module Category	Module Type: Compulsory
ECTS	3
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Holger Hohgardt (hohg)
Deputy Module Coordinator	Selina Lehner (gris)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § learn to understand the customer holistically. § become familiar with the concept of the customer journey. § learn to understand the customer better in terms of their emotions, motivations, and attitudes. § become familiar with the influence that culture has on customer behavior. § are able to create their own customer journey.
Module Content	§ Customer experience § Customer journey § Service dominant logic § Behavioral models § Pricing models § Hofstede's cultural dimensions
Links to other modules	-

Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Problem-Oriented Teaching § Project Work		Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	Teaching Materials			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Lecture	28 h	-		
Excercise	-	-		
Project Work	-	-		
Seminar	-	-		
Total	28 h	0 h	62 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
Written exam	Open book	60	80,00 %	
Permitted Resources	Free choice of calculator	With dictionary		
Others	Assessment	Length (min.)	Weighting	
Case study with presentation	Grade	-	20,00 %	
Exercises during lectures	Pass/Fail	-	-	
Students are not allowed to revise and resubmit performance assessment tasks.				
Classroom Attendance Requirement	Mandatory Attendance: Other Attendance is required for the presentation of the case study. Otherwise, attendance is highly recommended. In addition, students work on tasks before or in class that must be uploaded to Moodle in a timely manner (pass/fail requirement).			
Language of Instruction/Examination	English			
Compulsory Reading	§ A list of compulsory readings will be published on Moodle for each lecture			
Recommended Reading	§ Lemon, K. & Verhoef, P. (2016). Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 80 pp. 69-96. § Verhoef, P. & Lemon, K. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. Journal of Retailing, 85 pp. 31-41. § Klaus, P. (2015). Measuring Customer Experience. 1st edition. Hampshire, England: Palgrave Macmillan. ISBN 978-1-137-37545-2. § Solomon, M., Bamossy, G. & Hogg, M. (2006). Consumer Behaviour - A European Perspective. 3rd edition. Essex, England: Pearson Education. ISBN 978-0273-68752-2. § Vargo, S. & Lusch, R. (2004). Evolving to a New Dominant Logic for Marketing. Journal of Marketing, 68 pp. 1-17.			
Comments	The module is taught in English. The exam language is English.			