

Valid for 2022.FS

| Module Name: Customer Journey | |
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| Module Code | w.MA.XX.CJO-PiE.19HS |
| 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. In order 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. In order for the customer journey to be implemented successfully, the customer must, therefore, be understood holistically. The fundamental goal of this module is for students not only to know customer behavior but also to understand and explain it. They learn to develop recommendations for influencing consumer behavior and to answer the underlying questions of "why" and "how". In order to capture 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 Grimm (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 § get to know the concept of the customer journey § learn to better understand the customer in terms of his/her emotions, motivation, and attitude § get to know the influence 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 | - |

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| 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 | | |
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| Others | Assessment | Length (min.) | Weighting | |
| Exercises during lectures | Pass/Fail | - | - | |
| Case study with presentation | Grade | - | 20.00 % | |
| Students are not allowed to revise and resubmit performance assessment tasks. | | | | |
| Classroom Attendance Requirement | Mandatory Attendance: None 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. | | | |