

Syllabus
MMM3014 Customer Journey Management
Prof. Dr. Yasmin Merz
Winter Semester 2023/24

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours, 30 hours within class and 60 hours for self-study	
Prerequisites	-	
Time	Tuesday, 3:30 pm - 6:45 pm	
Room	W1.5.06	
Start Date	6th october	
Lecturer	Name	Prof. Dr. Yasmin Merz
	Office	W2.3.02
	Virtual Office	
	Office Hours	Wednesday, 11:30 am – 12:15 am
	Phone	+49 7231 28 6203
	Email	yasmin.merz@hs-pforzheim.de

Outline of the Course

The purpose of the course is to introduce students to the fundamentals of customer journey management stressing the real-world practice of contemporary customer journey management. The course will provide a solid foundation of basic customer journey management terms to establish a common ground for all course participants.

The emphasis in this course is on how customer journey management can be applied in practice. Using modern techniques to analyse real world customer journeys, identify pain points and create improved customer journeys in order to give the customers a seamless product or brand experience.

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods		
After completion of the program the students will be able...		After completion of the course the students will be able...	Presentation in front of the class	Final Presentation	Participation in Class
			40%	40%	20%
			Individual	Choose an element	Choose an element
1 Expert Knowledge					
1.5	...to demonstrate profound expert knowledge in their field of specialization.	...to demonstrate profound expert knowledge in the field of Customer Journey Management. The students are familiar with the fundamentals of Customer Journey Management and the central terms, concepts and theories of the topic.	x	x	
2 Digital Skills					
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	... to use digital (collaborative) tools in order to enable interaction, collaboration and communication within the team in order to prepare and complete the presentations.	x	x	
3 Critical Thinking and Analytical Competence					
3.1	...to implement adequate methods in a competent manner and to apply them to complex problems.	...explain and present the analysis and results of their case study in a structured and profound manner	x	x	
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... based on differentiated analyses and critical reflection, to assess and discuss the findings on the CX technology		x	x
4 Ethical Awareness					
5 Communication and Collaboration Skills					
5.2	...to demonstrate their oral communication skills in presentations.	... to present and communicate findings and developments from applied CX cases and topics in a structured and comprehensible manner.	x		
6 Internationalization					

Teaching and Learning Approach

The course is organized as a seminar and begins with learning sessions. The class gives insights into fundamentals, definitions and models of customer journey management, customer retention and customer value. Furthermore customer journey specific measuring and metrics and the management of customer retention will be shown.

After the learning sessions the further sessions take the form of peer teaching. The students develop the central contents of Customer Journey and Touchpoint Management and present them to the group. The content of the course focuses on the fundamentals of customer journey management, central models, measurement and metrics, and industry-specific case studies in the context of customer experience management.

In the first session (October 4, 2022), students will get an overview about the presentation topics and will then have the opportunity to sign up for one of the topics via moodle. The corresponding literature references for the topics will be presented in the lecture and an additional e-learning tool will be provided.

Literature and Course Materials

- Bruhn, M./Hadwich, K. (2012). Customer Experience – Forum Dienstleistungsmanagement. Springer Gabler.
- Doyle, P. (2009). Value-based marketing: Marketing strategies for corporate growth and shareholder value. John Wiley & Sons.
- Lemon, K. N./Verhoef, P.C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 69-96.
- Kuehnl, C., Jozic, D., & Homburg, C. (2019). Effective customer journey design: consumers' conception, measurement, and consequences. *Journal of the Academy of Marketing Science*, 47(3), 551-568.
- Peppers, D./Rogers, M. (2017). Managing Customer Experience and Relationships: A Strategic Framework. Wiley.
- Soudagar, R./Iyer, V. & Hildebrand, V. (2012). The customer experience edge. Technology and techniques for delivering an enduring, profitable and positive experience to your customers, McGraw-Hill, New York.
- Walden, S.(2017). Customer Experience Management Rebooted. Are you an Experience brand or an Efficiency brand? London: Palgrave Macmillan UK Macmillan.
- Klaus/Maklan, S. (2013). Towards a Better Measure of Customer Experience, *International Journal of Market Research*, vol. 55, no. 2, 227–246.

Further material will be posted on moodle and/or in class.

Assessment

The grading will be based upon the participation during the course, the case study and the presentation of the case study.

Schedule

Preliminary schedule (final schedule will be posted on moodle)

Date	Class Topic
6.10.	Introduction and Overview / Preliminaries / Organization / Assignments
6.10.	Basic concepts of Customer Journey Management
10.10.	Basic concepts of Customer Journey Management
10.10.	Guest speaker Ipsos
17.10.	Intro Personas / Students presentations
17.10.	Guest speaker Digital
24.10.	Intro Customer Journey Mapping / Students presentations
24.10.	Students presentations Customer Journey Mapping
31.10.	Intro Design Thinking Methods / Students presentations
31.10.	Students presentations Design Thinking Methods
7.11.	Intro Customer Journey Design / Students presentations
7.11.	Students presentations Customer Journey Design
14.11.	Intro Analytics, Measurement and Metrics / Students presentations
14.11.	Students presentations / Summary and Outlook

Code of Conduct for online Teaching

The seminar is designed to create an open working atmosphere in which students can actively participate. After each presentation, sufficient time is scheduled to discuss the presented topic in detail and to answer students' questions. The goal is for students to learn the content through peer-teaching concepts.

To a large extent, students are self-directed and learn from each other. As a teacher, I would like to support you as best as possible but not replace you.

[Link to the Code of Conduct for online Teaching](#)