

**MAKERERE UNIVERSITY BUSINESS SCHOOL**  
**FACULTY OF MARKETING AND INTERNATIONAL BUSINESS**  
**COURSE OUTLINE**

<b>Course Name</b>	<b>:</b>	<b>UNDERSTANDING CUSTOMERS</b>
<b>Course Code</b>	<b>:</b>	<b>MRK1201</b>
<b>Course Level</b>	<b>:</b>	<b>1</b>
<b>Credit Units</b>	<b>:</b>	<b>4</b>

**COURSE DESCRIPTION**

The success of business organisations is hinged on the insight they have of their customers' and their needs. It is vital for them to concentrate or focus their efforts on understanding customers if they are to excel in business. This course is designed to provide students with an understanding of the different types of customers, customer segmentation, decision making models, and factors influencing consumer behaviour. Students are equipped with techniques of identifying and investigating consumer behaviour which will enable them devise methods for effective customer service delivery and to build and maintain profitable customer relationships in today's dynamic and connected world.

**Objectives**

- To familiarize students with the key concepts of understanding customers.
- To enlighten students to the importance of understanding customers.
- To provide students with knowledge on customer buyer behavior and the factors that influence it.
- To introduce students to the consumer and organization decision making processes.
- To introduce students to the concepts of customer value, satisfaction and retention.
- To provide students with relationship marketing knowledge and skills.

**Learning Outcome**

At the end of the course students are able to:

- Apply theoretical models to predict consumer behavior.
- Appreciate the influence of personal factors, psychological factors on the consumer buying decision process.
- Appreciate the importance of creating and enhancing customer value, satisfaction, and retention.
- Appreciate the need for developing and sustaining good customer relations.
- Develop customer-centered marketing strategies.

PERIOD	TOPIC	CONTENT	FACILITATOR
Jan 20 – Jan 26 ON CAMPUS	Introduction to Understanding customers	Definition of customers Discuss the different types of customers Explain the importance of customers	EDMOND Katakanya
Jan 27 – Feb 02 ON CAMPUS	Customer satisfaction and customer value	Definitions: Importance of customer satisfaction & customer value Explain customer retention and customer loyalty and their benefits Factors influencing customer satisfaction, customer value, trust and customer loyalty	EDMOND Katakanya
Feb 03 – Feb 09 ONLINE	Understanding consumer markets: Decision making models	Stimulus response model The Engel-Kollat-Blackwell Model Types of purchasing behaviour	EDMOND Katakanya
Feb 10 – Feb 16 ONLINE	Understanding consumer markets: Influences of cultural and social factors	Definitions; Cultural factors & Social factors Explain how these factors influence consumer behaviour Relate how these factors influence the buying decision and post purchase evaluations	FATUMAH Kyazze
Feb 17 –Feb 23 ON CAMPUS	Understanding consumer markets: Influences of personal and psychological factors	Definitions; Personal factors & Psychological factors Explain how these factors influence consumer behaviour Relate how these factors influence the buying decision and post purchase evaluations	FATUMAH Kyazze
Feb 24 – Mar 02 ON CAMPUS	Understanding Business buyer behaviour	Definitions Difference between consumer and business markets Factors influencing organizational buying decisions	FATUMAH Kyazze
Mar 03 – Mar 09 ONLINE	Understanding Business buyer behaviour: decision making models	The buyer grid framework The buying center model Types of buying situations Contrast between Business DMU & the household DMU	FATUMAH Kyazze
Mar 10 – Mar 16 ONLINE	Segmentation	Benefits of market segmentation Bases for segmenting consumer markets Bases for segmenting business markets Evaluating and selecting markets segments Targeting marketing segments	JALIA Nazziwa
Mar 17 – Mar 23 ON CAMPUS	Investigating customers	Define marketing research(MR) & marketing intelligence(MI) Explain the stages in the MR process Explain the techniques for collecting MI Using MR & MI to develop insights of customers Using MR & MI to measure customer satisfaction and customer value	JALIA Nazziwa
Mar 24 – Mar 30 ON CAMPUS	Customer care and Service	Need for customer care, Key requisites for good customer service, Techniques for delivering great customer service, setting service quality and customer care standards, Explain the role of both staff and customers in setting customer service standards,	JALIA Nazziwa

		Taking responsibility in customer care and service.	
Mar 31 – Apr 06 ONLINE	Communicating with customers	Explain the elements of communication process Establish need for communication effectiveness in influencing customers at each stage of decision making process. Explain common causes of customer complaints Explain how to effectively handle customer complaints Explain the importance and use of modern technology in communicating with customers	YVONNE Nakabiri
Apr 07 – Apr 13 ONLINE	Client Relationship Management (CRM )	Explain the benefits and challenges of client relationship management Explain the step-by-step guide through the key steps of CRM planning Explain techniques that can be used by a firm to manage its relationships effectively with customers Managing business-business customer relationships	YVONNE Nakabiri
Apr 14 – Apr 20 ON CAMPUS	Ethics and Environmental issues	Definition and importance of ethics in consumer behavior Ethical vs. unethical consumer behavior. Key ethical issues in consumption Environmental Concerns and Consumer Behavior Corporate Social Responsibility (CSR) and Consumer Behavior	YVONNE Nakabiri
Apr 21- Apr 27 ONLINE	Revision		ALL
Apr 28 – May 17	FINAL EXAMINATIONS		

**Method of delivery:**

1. Case studies
2. Tutorials
3. Group discussions
4. Class presentations

**Mode of assessment**

Course work	:	30%
Written exam	:	70%
<b>Total</b>	<b>:</b>	<b>100%</b>

**Reading list:**

Arnould, E., Linda P., & Zinkhan, G. M., (2014), *Consumer Behavior*, 6<sup>th</sup> Edition, McGraw-Hill/Irwin.

Foxall, G. R., Ronald E. G., & Brown, S., (2015), *Consumer Psychology for Marketing*, London & New York, 7<sup>th</sup> Edition: International Thompson Business Press.

Kotler, P., Armstrong, G., Harris L., & He, H. (2020). *Principles of Marketing* (8th European ed.) Edinburgh Gate, Harlow: Pearson Education.

Schiffman, L., & Kanuk, L. L. (2010). *Consumer Behavior*, 10<sup>th</sup> Edition: Pearson Education, New York USA.

Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. (2014). *Consumer behavior: Buying, having, and being*, 10<sup>th</sup> Edition. Pearson Publishers.

Understanding Customers: CIM Text.

**FACILITATORS:**

<b>Edmond Katakanya</b>	<b>0782 406 318</b>
<b>Fatumah Kyazze</b>	<b>0758 875 790</b>
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<b>Yvonne Nakabiri</b>	<b>0776 200 569</b>

**COURSE REQUIREMENTS:**

Students must fulfill all course requirements in order to achieve a passing grade. This includes;

- Class attendance is compulsory and must be greater than 75% in order to be eligible to sit for the final examination.
- Students should participate actively in the classroom discussion.
- The School is committed to the highest standards of academic integrity and honesty. Thus, students are particularly urged to avoid any behavior, which could potentially result in suspicions of cheating, plagiarism, and misconduct in the lecture rooms.
- Students are encouraged to review literature on this course since this is the best way to learn the course and prepare for exams as well.
- Students should avoid obtaining a final mark falling below 50% as this will imply failure and retaking the course when next offered. Thus, students should take coursework seriously since it contributes significantly to the final mark.