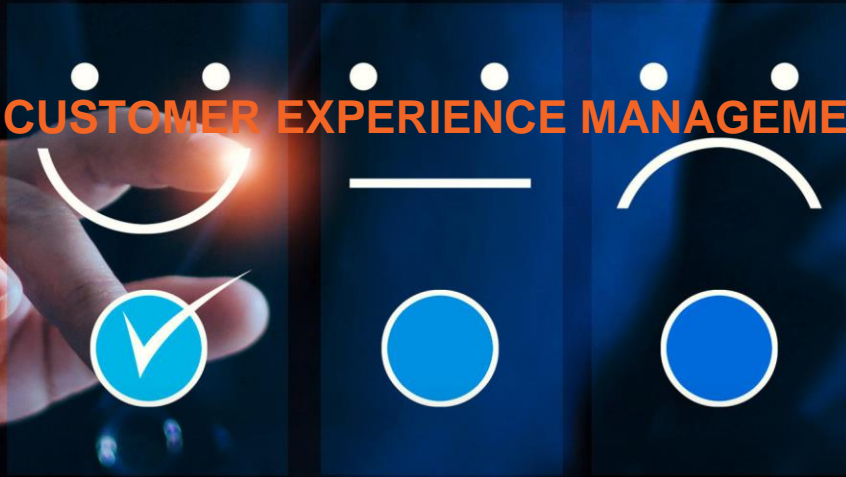




UNIVERSITY  
OF  
JOHANNESBURG

## CUSTOMER EXPERIENCE MANAGEMENT

DEPARTMENT OF  
MARKETING MANAGEMENT



College of Business and Economics  
**School of Consumer Intelligence and  
Information Systems**  
Department of Marketing Management

## CUSTOMER EXPERIENCE MANAGEMENT

Continuous Education Programmes (CEP)



**The Future  
Reimagined**



# CUSTOMER EXPERIENCE MANAGEMENT

## Key contact information

### Programme Coordinator

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### HoD

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### Facilitator

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# CUSTOMER EXPERIENCE MANAGEMENT

## 1. GENERAL

Thank you for your interest in the Customer Experience Management short learning programme offered by the Department of Marketing Management at the University of Johannesburg. This document will provide a detailed overview of the certificate.

## 2. ABOUT THIS SHORT LEARNING PROGRAMME (SLP)

The purpose of this SLP is to introduce the student to the basic principles of customer experience management, mainly in a consumer product and service context. This programme intends to provide a framework for individuals aspiring to become knowledgeable on the topic of customer experience. Through an enhanced understanding of the management of customer experience, the programme enables a student to influence their organisation's customer retention, growth, loyalty and profitability positively in the long-term.

A broad discussion will be provided on different themes to orientate the reader towards the concept of customer experience management, namely an understanding of the concept of customer experience management, a perspective on customer experience management as part of service design and the development of a customer experience strategy.

Application closing date	Open from 1 June 2021 for September offering & Application closing dates as per website
Duration of study	Two hour online workshops covered over five weeks with online content.
Contact details	Ms M Frazer 011 559 1423 <a href="mailto:customerx@uj.ac.za">customerx@uj.ac.za</a>

### What are the costs for the Customer Experience Management SLP?

R7500.00 per individual. Contact us for a custom quote on groups to take advantage of our corporate rates.

### What do the costs include?

- Registration fee
- Access to the course content online
- Online lecture slides and classes
- Online practical contact session with your assigned lecturer via Blackboard (the University of Johannesburg online learning management system)
- Latest up to date customer experience management content developed by industry leaders and specialist academics in the field of Customer Experience management
- Convenient classes offered after-hours online (no need to put in leave)



### 3. COMPOSITION OF THE PROGRAMME

The programme is offered over five weeks. Students are expected to complete the online material for each week and to attend weekly practical sessions (online) where the content learned will be practiced under the guidance of a lecturer. The course content is therefore covered over five weeks. At the end of the third week, students will write 50 marks assessment. By the end of the 5<sup>th</sup> week, students will be expected to hand in a practical assignment (50 marks). Students' final mark for the programme is calculated as: (ONLINE TEST % + PRACTICAL ASSIGNMENT %) / 2 X 100 to obtain the final mark for the certificate.

CUSTOMER EXPERIENCE MANAGEMENT CONTENT	
WEEK 1	WEEK 2
Introduction to the nature and importance of customer experience management (CEM)	Learn more about the role of customer experience management in the service design process
WEEK 3	WEEK 4
Learn more about the role of customer experience management in the service design process	Learn more about customer experience strategising, journey mapping and service blueprint design (PART 1)
WEEK 5	
Learn more about customer experience strategising, journey mapping and service blueprint design (PART 2)	
ASSESSMENT 1	ASSESSMENT 2
Write your 50 marks assessment and study your prescribed material and slides really well!	Hand in your practical assignment for marking – submit through an online submission.

\*Note that the weekly content layout can be reshuffled as per lecturer guidance.

### 4. ENTRANCE REQUIREMENTS

Applicants will only be considered if they meet the below entrance requirements:

- A valid matric certificate or equivalent



## 5. APPLICATION PROCESS

Applications are open three times a year. Please visit the website by clicking [here](#) to view the latest closing dates for applications. Please keep an eye out on the website – the courses will only be run when a minimum number of candidates have been enrolled. If the minimum was not reached, you will be informed and the course offering will move over to the next proposed dates.

Kindly download the application forms [from the website](#), complete these and then include certified copies of your ID, matric certificate and highest qualification and email these to [customerx@uj.ac.za](mailto:customerx@uj.ac.za)

## 6. WORKSHOP DATES

All online workshops will take place from 17:30 – 19:30 on the specified Wednesdays below:

September course offering		
8 August 2021 – applications close	Weekly workshops 1,8,15, 22 and 29 September 2021	<b>Test:</b> Saturday 18 September 2021 (90 minutes) <b>Assignment:</b> 2 October 2021 09:00 (online submission) Final marks released: 30 October 2021

## Ready to apply?

Simply follow the steps under point 5 above and contact Ms Mariette Frazer at [mfrazer@uj.ac.za](mailto:mfrazer@uj.ac.za) if you have any questions.

## 7. CONTACT

Please contact the Customer Experience Management Co-ordinator:

Ms Mariëtte Frazer  
Deputy Head: Continuing Education Programmes

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