

Veterinary Business Management: Marketing

Credits: 10 (100 hours)

Provider: Veterinary Postgraduate Unit – School of Veterinary Science

Aim of the Module

The aim of this module is to apply practice based experience and previously acquired knowledge to develop understanding and implementation of current marketing theory.

Learning Outcomes

At the end of the module candidates will be able to:

1. Critically evaluate the theory of holistic marketing, its implementation and importance in current business practices;
2. Critically appraise the importance of product consistency and how it relates to customer expectations in high-relational settings such as the veterinary industry;
3. Critically review the current literature and discuss the differences between, and significance of, product, brand and customer equity;
4. Critically evaluate customer lifetime value and how it relates to the candidate's industry;
5. Demonstrate originality in the application of knowledge gained in a real world business setting;
6. Review and critically reflect on their current practices in light of the knowledge gained.

Module Structure

The syllabus will be divided into 4 study units, each containing basic lecture and reading material supported by weekly interactions in the form of asynchronous discussions and/or synchronous journal clubs/literature critiques. The syllabus will cover the importance and role of marketing in the veterinary industry. It will include discussion on current marketing theory and differences that the veterinary industry presents compared to traditional B2B or B2C settings. Emphasis is placed on relationship management and differentiation of marketing from advertising.

Assessment Strategy

Discussion questions (ongoing) and 2 x essays (1500 words each)

Confidentiality

A general note on confidentiality: Throughout the business management programme in general, we will at times discuss matters that may be of a confidential nature. All assessments submitted directly for assessment will be dealt with in the strictest confidentiality, however it must be remembered that anything posted on a discussion board is viewable by all members of the module.

Because the emphasis of the programme is on the concepts of business management it is acceptable to use aliases or fictional results (such as altered profit/loss statements) in your submissions. This should remove any remaining confidentiality issues.