

<b>Ref. No.</b>	<b>C-VBM.1</b>
<b>Title:</b>	<b>Veterinary Business Management - Marketing</b>
<b>Category and value:</b>	<b>10 credits</b>
<b>Notional study hours:</b>	<b>100</b>

### Context

To provide a modular route towards attainment of a level of business competency such that veterinarians can maximise the operations of their practices and enhance the quality of service provided to their clients.

### Aims

The aim of the module is to develop practice based experience and previously acquired knowledge involving the understanding and implementation of current marketing theory. This includes the concept of holistic marketing, the role of consistency and consumer expectation management in marketing and the importance of product, brand and customer equity in relation to veterinary business management. Upon completion candidates are expected to demonstrate the capacity for initiative and personal responsibility in dealing with complex and unpredictable situations. Further they are expected to have acquired the independent learning abilities required for continuing professional development.

### Learning Outcomes

At the end of this module, candidates should be able to;

- Demonstrate a systematic understanding of the theory of holistic marketing, its implementation and importance in current business practices.
- Demonstrate a critical awareness of the importance of product consistency and how it relates to customer expectations
- Recognise the distinction between high and low-relational interactions within the veterinary industry and the difference between B2B and B2c interactions
- Demonstrate an ability to critically review the current literature and discuss the differences between, and significance of, product, brand and customer equity.
- Demonstrate a comprehensive understanding of customer lifetime value and how it relates to the candidate's industry.
- Demonstrate originality in the application of knowledge gained in a real world business setting.
- Review and critically reflect on their current practices in light of the knowledge gained.

### Syllabus

The syllabus is divided into 4 study units and covers the importance and role of marketing in the veterinary industry. It covers the following topics;

- Study Unit 1 – Principles of Marketing: Holistic marketing, customer feedback, product consistency and managing customer expectations;
- Study Unit 2 – Relationship marketing: B2B versus B2C marketing, high relational versus low relational interactions;

- Study Unit 3 – Brand management: Product versus brand versus customer equity, pricing strategies & Porter's strategies;
- Study Unit 4 – Shop front and internet marketing: OTC and low relational sales, use of internet technology in practice promotion.

**Assessment strategy for this module**

It is suggested that this module could be assessed by the following strategies;

- 12 Short answer questions (up to 500 words)
- One reflective essay summarises the learning of the module