

Reference Number	C-VBM.1
Module Title	Veterinary Business Management - Marketing
Category and Value	C – 10 credits
Study Hours	100

Introduction

This module provides a 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. The module introduces and develops the principles of holistic marketing, product, brand & customer equity, customer management including high and low relational marketing and advertising.

Candidates will apply veterinary business workplace experience to the review, critical evaluation, development and implementation of marketing strategies for their business. 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.

Aims

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 this module, candidates will be able to:

1. Critically evaluate the theory of holistic marketing, its implementation and importance in current business practices.
2. Critically evaluate the differences between, and significance of, product, brand and customer equity.
3. Critically evaluate customer lifetime value and how it relates to the candidate's industry.
4. Critically evaluate the differences between advertising and marketing, their implementation and importance in current veterinary businesses.
5. Review and critically evaluate their business management and generate actionable recommendations.

Module Content

Principles of Marketing

Includes marketing strategy and customer expectations management.

Equity and Pricing

Includes product brand and customer equity and customer lifetime value in the veterinary industry.

Type of Marketing

Including high and low relational marketing and differences that the veterinary industry presents compared to traditional B2B or B2C settings. Emphasis is placed on relationship management.

Advertising

Including differentiation of marketing from advertising, website design and optimisation, and social media and marketing.

Assessment Strategy

Module providers are responsible for deciding on assessment strategies and methods, subject to accreditation by RCVS.