

Veterinary Business Management: Marketing

Credits: 10 (100 hours)

Provider: Veterinary Postgraduate Unit – Institute of Veterinary Science

Aim of the Module

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 the module candidates will be able to:

1. demonstrate a systematic understanding of the theory of holistic marketing, its implementation and importance in current business practices;
2. demonstrate a critical awareness of the importance of product consistency and how it relates to customer expectations in high-relational settings such as the veterinary industry;
3. demonstrate an ability to critically review the current literature and discuss the differences between, and significance of, product, brand and customer equity.
4. demonstrate a comprehensive understanding of 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 module will be divided into 4 study units:

Study Unit 1 Principles of Marketing

This study unit covers the fundamentals of modern marketing theory with a specific emphasis on holistic marketing strategies. The role of the customer is explored and the importance of consistency in service delivery examined.

Study Unit 2 Equity and Pricing

This study unit focuses on the customer, brand and product equity and the importance of customer lifetime value. Different strategies for product and service pricing are discussed.

Study Unit 3 High and Low Relational Marketing

This study unit examines the different marketing strategies required to target different market segments. The difference between high relation interactions (such as vet-client relationships) and low relational interactions (such as over the counter/retail sales) will be discussed.

Study Unit 4 Advertising

This study unit covers the principles of advertising in the veterinary industry and its application.

Assessment Strategy

Discussion questions (ongoing), 2 x essays (2000 words) and 1 x final project/placement report (2000 words)

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.