

Veterinary Business Management: Marketing

Credits: 10 (100 hours)

Provider: Veterinary Postgraduate Unit – School of Veterinary Science

Aim of the Module

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

- **8 x 250-word discussions (40%)**
Designed to reflect examples of business practice, theories, professional issues, legal issues, ethical issues or other issues relating to the topics covered in that unit. The first post each week is limited to 250 words. You are then expected to comment on at least 2 of your peer's posts and can use these posts to expand on the points raised in your original post.
- **2 x 1500-word essays (60%)**
The essays intend to focus on the topic specifically covered within the study unit. Designed to promote reflection, synthesis of new ideas, solving of complex issues and in-depth research and understanding of a topic. Will always involve referencing the literature and evidencing answers from the literature.

Assessments are submitted sequentially with feedback being given between assessments to aid in the development of writing skills.

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.

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