



FIELD BELL  
INSTITUTE

# PROSPECTUS

HIGHER EDUCATION FOR INDIVIDUALS AND TEAMS IN  
CUSTOMER LEADERSHIP AND APPLIED TECHNOLOGY



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**FIELD BELL**  
**INSTITUTE**



[FIELDBELL.CO](http://FIELDBELL.CO)



# INTRODUCTION

Welcome to the Field Bell Institute! And thank you for your interest.

We provide the world's only dedicated MBA-level education in corporate customer management for executives, marketers, technologists, CXers, and the ecosystem of partners and providers.

Objectively, our graduates are among the most qualified, knowledgeable, and effective in the world.

This prospectus provides information about the Institute itself, and the syllabus of its two signature courses:

- The Mini MBA in Customering
- The Mini MBA in Customer Technology

Whether you're an individual looking for CPD accredited post-graduate education, or a manager wanting to level-up your entire team, you're in exactly the right place.

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FOR  
**Marketers**



FOR  
**CRM &  
MarTech-ers  
and Vendors**



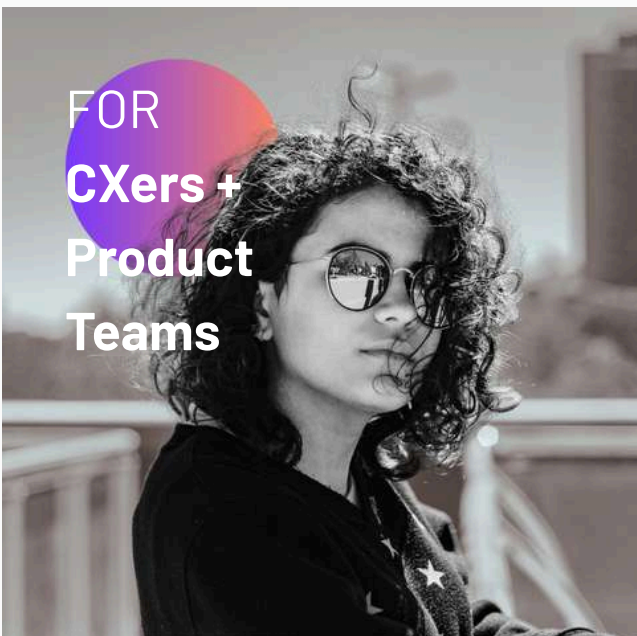
FOR  
**Executives**



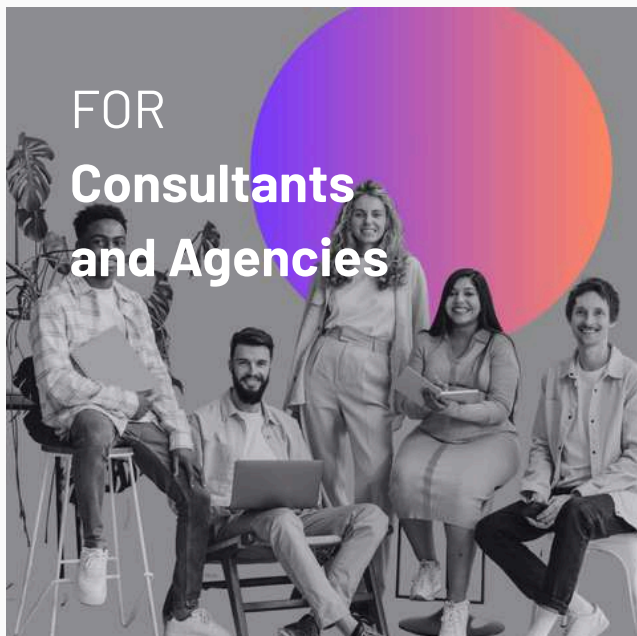
FOR  
**Channel  
+ Digital  
Leaders**



FOR  
**CXers +  
Product  
Teams**



FOR  
**Consultants  
and Agencies**



# FRIENDS OF THE INSTITUTE

Our advisory board is drawn from around the globe, spanning higher education, marketing, domain authorship, executive leadership, technology and governance.



**JASON HEMINGWAY**, LONDON

Jason is a Chief Marketing Officer and a Fellow of the Chartered Institute of Marketing (CIM). Formally CMO at ground-breaking journey orchestration company, Thunderhead, he currently serves as the CMO of Phrase.



**JOHN RIZZO**, MELBOURNE

John is a former Chief Customer and Strategy Officer at Bupa and former Chair of the Monash University Marketing Department Industry Advisory Board. A noted authority in organizational performance, he is the CEO of Joyous Work.



**PAUL GREENBERG**, WASHINGTON

Acclaimed author of the authoritative text on CRM, taught at universities around the world, Paul has been a prominent analyst and adviser to many of the world's most well-known customer technology companies. He sits on the advisory boards of the SEAT Consortium and the University of Texas System's Transformation Project. Paul wrote the foreword of our core text.



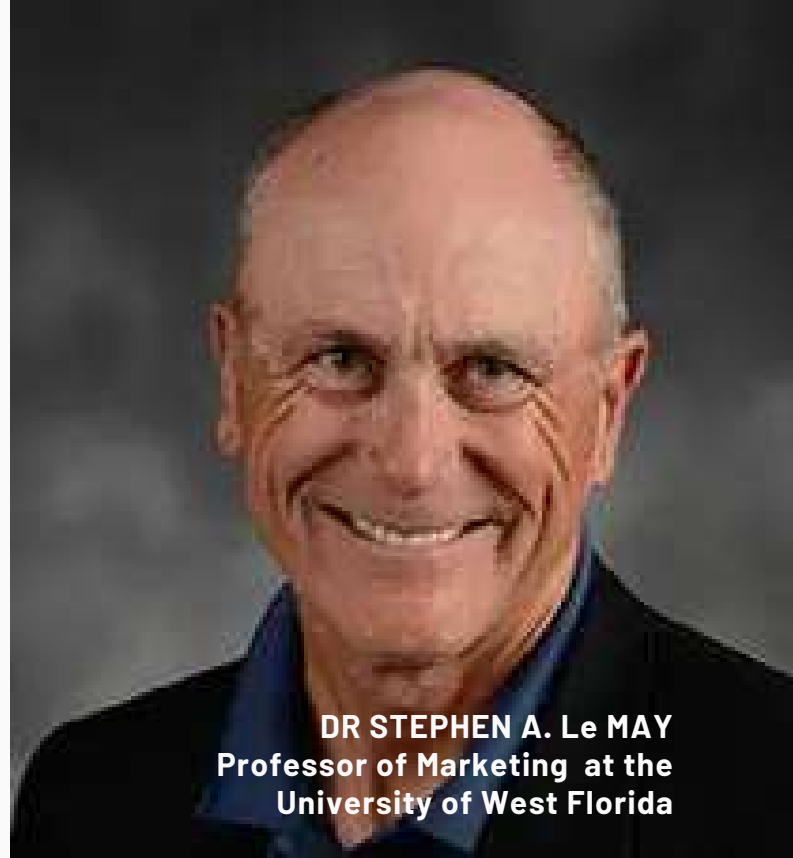
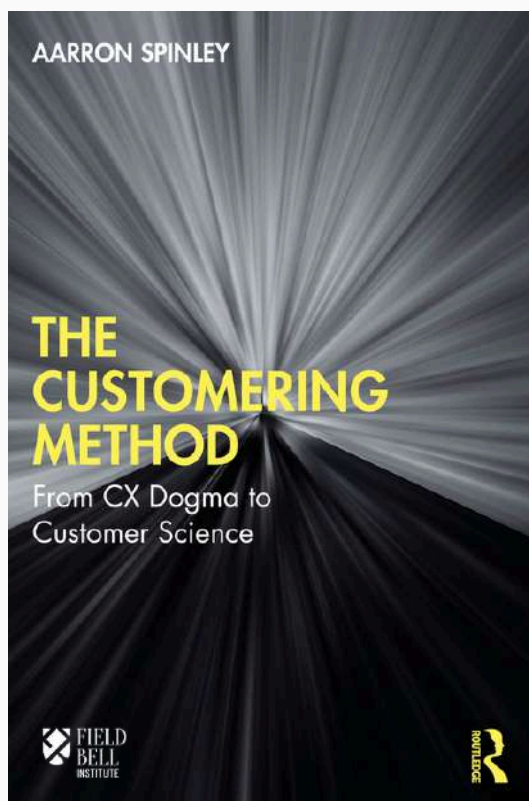
**SAM TARVER**, BARCELONA

Formerly the Group Managing Director of Comet Global Consulting,, and the Executive Vice President at Merkle. Sam is the chair of fast-growing businesses TAP CXM in the UK and US, and CRAFT CXM which operates in Australia and New Zealand.

# OUR CORE TEXT

**A "Mini MBA" is a single subject of business administration that is taught to MBA standard. As a part of ensuring the quality of our curriculum, the Institute developed a core text, reviewed by academia and industry leaders.**

'The Customering Method' is a foundation within the library of materials taught in our classes. It is distributed by Routledge (London and New York), the world's largest publisher of education materials, part of the Francis and Taylor Group.



**DR STEPHEN A. Le MAY**  
Professor of Marketing at the  
University of West Florida

“

**... FITS THE KNOWLEDGE  
NEEDS OF MARKETING  
PROFESSIONALS,  
CONSULTANTS, AND  
ANYONE ASSOCIATED WITH  
CRM AND THE TECHNOLOGY  
SECTOR.**

**IT SUITS THE CLASSROOM,  
ESPECIALLY GRADUATE  
STUDIES AT THE MBA LEVEL  
AND BEYOND.**

**AND WILL SUIT SOME  
ACADEMICS AS A CORE  
TEXT.**

”



EVIDENCE BASED.  
ECONOMICALLY LITERATE.  
ROCK SOLID FOUNDATIONS.



Social and  
Marketing  
Sciences



Managerial  
Precedent and  
Economics



Foundation  
Technological  
Theory

# THE 3 FIELDS OF POWER

The curriculum of the Field Bell Institute is curated on a **tru datum** basis: the application of science, evidence, and verifiable precedent. This **argumentum a fortiori** ("argument from the stronger reason") ensures that student confidence soars, authority rises, and careers find their rich purpose.

Both programs draw on what we call the 3 Fields of Power. They are:

- Managerial Precedent and Economics
- Social and Marketing Sciences
- Foundation Technology Theory

The foundation of economic theory, managerial precedent and the principles of Taylorism, systems of control, and quality management; provide the frame for the appropriate application of relevant sciences. These include empirical laws of marketing science and elements of behavioural and memory science.

Operational practices for customer management then draw on identity theory, the interaction stack, and systems theory as it relates to engagement, measurement, and control. Our students learn to conquer the productivity paradox that characterises modern use of CRM and marketing technology, via core information theory and more advanced concepts like the Engagement Fabric.

Finally, a key outcome for students of both programs is the ability to critique emergent technology trends and capabilities against the critical theory - and economics - of the customer domain. They build better, buy better, and use better.

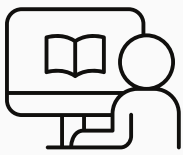
# CRITICAL DETAIL



## **CPD ACCREDITED AND MBA ENDORSED**

### CONTINUING PROFESSIONAL DEVELOPMENT

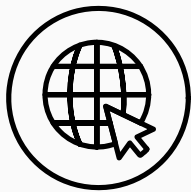
Our programs are quality assured and recognized in over 50 countries as standalone and post-graduate study, with a core text that is endorsed at above MBA standard.



## **10 MODULES | 1 EXAM | 12 WEEKS**

### 35 - 40 HOURS OF LEARNING

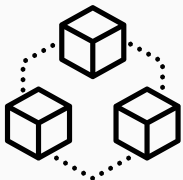
Each program is designed to fit beautifully around your work and life commitments. No more than 4 hours a week of highly engaging learning materials.



## **100% ONLINE - GLOBALLY AVAILABLE**

### THE UNDERLYING DOMAIN

Join the virtual classroom in the comfort of your own environment. Work flexibly and remotely from anywhere in the world at times that suit. No rigid schedule. Study your way.



## **APPLIED LEARNING**

### THE RUBBER HITTING THE ROAD

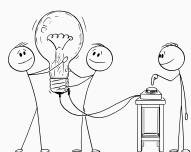
Learning critical theory is one thing. Applying it is another. Our programs are designed to be practical and actionable for immediate effect.



## **FORTNIGHTLY Q&A POD**

### ANSWERING ALL YOUR QUESTIONS

Have a question? Get it in! Student questions are answered via an on-demand podcast, unique to each intake.



## **LEVEL UP THE WHOLE TEAM**

### THE FORCE MULTIPLIER

While individuals graduate with unprecedented confidence, participating teams gain clarity of mission, a common language and process – and the evidence for success [Ask about our private intakes and group programs].



# GROW YOUR TEAM

**The Field Bell Institute is built from the ground up for teams.** We believe that the best way to protect and enhance your most valuable economic asset – your customer base – is to invest in your greatest asset – your people. When we enable them to reach their potential, they stay longer, work harder, and volunteer a culture of excellence.

**218%** Company training programs yield 218% higher income per employee than those without. (Forbes)

**94%** Over 90% of employees say development opportunities will keep them from leaving. (LinkedIn)

**92%** 92% of workers think workplace training positively impacts their job engagement. (Axonify)

**89%** 89% of workers want training available anywhere and anytime. (HR Dive)

While individuals graduate with unprecedented confidence, participating teams gain clarity of mission, a common language and process – and the evidence for success. Deploy consistent knowledge across your workforce, level-up the entire team, and induct new starters quickly.



EVEN WITH TEAM MEMBERS IN DIFFERENT LOCATIONS, OUR CREATIVE ONLINE FORMAT MAKES LEARNING COLLABORATIVE, CONTEXTUAL – AND FUN!

Module 2: Mini MBA in Customering

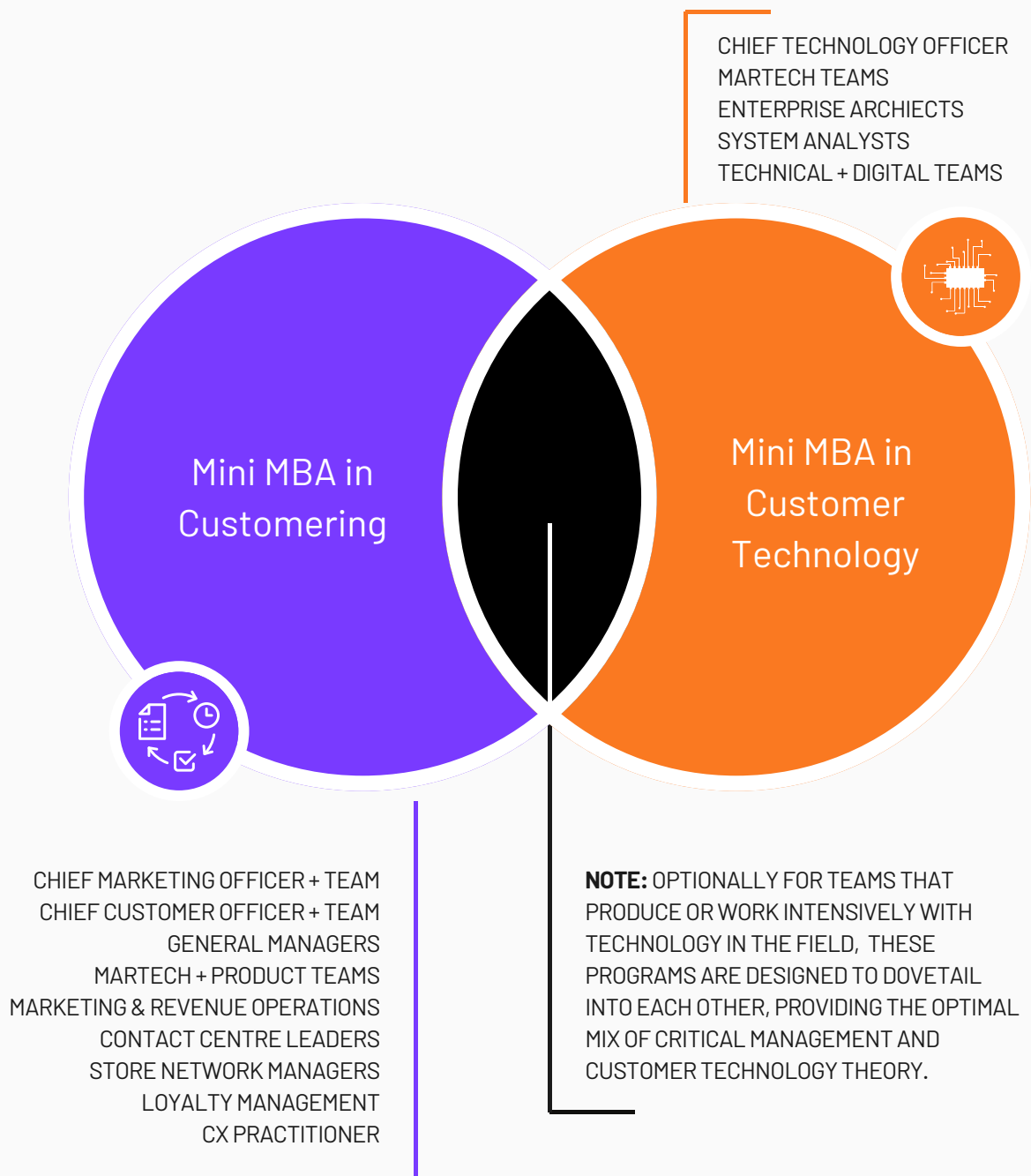
Teams that train together gain a rich source of professional development at the MBA level, uniquely specific to the field, right there in the workplace. Build a team cadence, watch lectures together, discuss the concepts, debate their use in your firm, compare notes, curate questions for the professors - and graduate together!



Ask about our Learning and Development Information Pack.

# WE'RE SAVING A SPOT JUST FOR YOU!

Our students hail from an array of professional backgrounds. Each program is designed for both leadership and operational career stages, safeguarding - and advancing - careers as economies and technologies evolve.



Individual course details follow >>>





MINI  
MBA

CUSTOMERING

Everything a Chief Customer  
Officer and their team needs to  
know

38 CPD Points

AVAILABLE NOW  
WATCH HERE:



# WELCOME TO THE MINI MBA IN CUSTOMERING

**THE CUSTOMER BASE IS THE MOST VALUABLE STRATEGIC ASSET THAT ANY ORGANIZATION HAS. IT DEMANDS A STRUCTURED MITIGATION OF ITS RISKS WHILE ITS PERFORMANCE-RELATED METHODOLOGIES HAVE DIRECT IMPLICATIONS FOR COMPANY PROFIT. HOW ARE YOU MANAGING YOURS?**

We developed the Mini MBA in Customering to fill the educational gap faced by those with aspirations for a career in the field. While core marketing has a significant educational infrastructure, the business world faces the contradiction of increased demand for roles like the Chief Customer Officer and yet the absence of a world-class, higher education in the domain. Our students hail from a range of areas that employ people who interact with customers or who provide managerial oversight, as well as technology teams, vendors, and consulting firms.

- Understand the precise economic characteristics and imperatives of the customer asset
- Learn the body of evidence that informs baseline practice and identify common forms of malpractice
- Recognise the difference between - as well as the economic and technical intersections of - marketing and customering
- Apply the core pillars of Identity and Intent to inform nuanced customer Interaction on the underlying evidentiary body
- Discern relevant technology capability tranches
- Learn the proper budgeting and expense classifications for customer management and operations
- Become fluent in the related system and business measures, and their management reporting
- And much more!

*The Mini MBA in Customering is  
taught by Aarron Spinley*



# COURSE SYLLABUS

TWO PUBLIC INTAKES PER YEAR: APRIL AND SEPTEMBER

## THE MINI MBA IN CUSTOMERING

### FOUR FOUNDATION MODULES

#### THE UNDERLYING DOMAIN

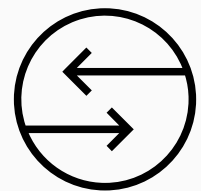
The foundation of all managerial disciplines rests in predictable patterns, established evidence, and in many instances - customer management included - in economic and scientific laws. Our foundation modules introduce students to the nature of service economics and the principles of both scientific and quality management in the formation of professions. We explore the core marketing Method and the repeat patterns that occur inside each customer base, together with their relevant distributions.



### FOUR OPERATIONAL MODULES

#### CRITICAL THEORY AND APPLIED METHODS

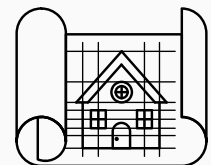
Our foundations in place, students move into the study of applied practice. This is presented through four operational Modules across customer identity and intent and the resultant library of interaction assets. Drawing on both Identity Theory and Engagement Theory to explore the Customer Engagement Stack, we then explore the application of behavioural decisioning in pursuit of dyadic service, and finally, experiential investment.



### TWO MANAGERIAL + GOVERNANCE MODULES

#### BUDGETING, MEASUREMENT, AND CORPORATE REPORTING

Finally, students explore the elevation of these practices to their strategic and governance states. This begins with budgetary principles aligned to the commercial contributions and the risk profile of the customer asset. These equally inform the measurement function at both system and business levels, and combined, provide the translation to the risk and reward concepts that are central to modern corporate reporting.



The Mini MBA in Customering accepts applicants of all backgrounds and prior levels of training. While it is a standalone qualification, it is also suitable as post-graduate study for commerce, business, or marketing.



# TEN MODULES

## **MODULE 01 - THE CUSTOMER IMPERATIVE**

The 5 millennia of precedent for service economics,, common digital era malpractice, and the scope of the 21<sup>st</sup> century customer base as a distinct economic asset.

## **MODULE 2 - SCIENCE & PROFESSIONS**

Unpacking the history of Scientific Management - AKA Taylorism - and the application of Quality Management principles to the management of the dynamic customer asset.

## **MODULE 3 - THE MARKETING METHOD**

Breaking down the Marketing Method from its industrialist, economist, and scholarly origins to its modern day expressions as the definitive managerial methiof of growth.

## **MODULE 4 - THE CUSTOMER ASSET**

From building the asset, to managing it, this Module exposes students to the laws and law-like patterns-behaviorally and economically-that characterise a corporate customer base and its administration.

## **MODULE 5 - IDENTITY & CUSTOMER INTENT**

Drawing on Identity Theory as the fabric of customers and their discernible intent, this module looks at critical identity concepts through to privacy, journey currency and profile enrichment.

## **MODULE 6 - INTERACTION ANATOMY**

Using the Engagement Stack concept to distinguish between service-based interactions and experiential treatments, we now explore the deliberate parameters of both channel and asset design.

## **MODULE 7 - INTERACTION ARCHITCTURE**

Module 7 builds on the established library - or anatomy - of assets, deploying them within a dyadic model of engagement. Critical theories are drawn from orchestration and decisioning.

## **MODULE 8 - MARKETING MEETS CUSTOMERING**

In the final operational module, we explore the precise intersection of core marketing (acquisition and growth) with core customering (risk and profit), including physical availability, pricing and communications.

## **MODULE 9 - MEASUREMENT**

Applying Systems Enquiry and Risk Management theory, students learn tests of component efficacy, together with 'The Big Four' business tests.

## **MODULE 10 - BUDGETING & CORPORATE REPORTING**

Our final Module explores the bookend processes of customer management, budgeting and the application of corporate reporting standards.



MINI  
MBA

CUSTOMER  
TECHNOLOGY

**Everything a marketing  
technologist, enterprise  
architect, or Chief Technology  
Officer needs to know**

PRE-BOOK NOW  
AVAILABLE 2026



# WELCOME TO THE MINI MBA IN CUSTOMER TECHNOLOGY

**THE MOST ACCELERATED PERIOD OF THE INFORMATION AGE HAS SEEN THE UNREGULATED DEVELOPMENT OF MULTIPLE TECHNOLOGY CATEGORIES IN MARKETING AND CUSTOMER MANAGEMENT. BUT WHILE TECHNOLOGY PROLIFERATED, THE CRITICAL THEORY OF THE DOMAIN THAT IT SERVES - DID NOT.**  
**ARE YOU MASTER OR SLAVE?**

We developed the Mini MBA in Customer Technology to fill the formal educational gap faced by those in the marketing technology (MarTech) field and related vocations, from architects to managers, together with those at consultancies and agencies. Focused on connecting management principles to the underlying information architecture, and the use of fabric theorem, graduates feel vastly more confident and capable of design, planning, selection, deployment and control of technology assets – supercharging their career.

- Master the foundation of critical information theory and modelling systems
- Understand contemporary enterprise architecture
- Assess and balance the orientation tensions posed by customer technologies
- Explore the architectural premise of an engagement fabric
- Learn about encounters via both anatomies and hyperconnectivity
- Establish principles for scaled capability within customer-oriented architecture
- Consider and resolve the governance burden

*The Mini MBA in Customer Technology is  
taught by Henry Hernandez Reveron*





# COURSE SYLLABUS

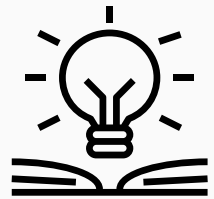
TWO PUBLIC INTAKES PER YEAR: APRIL AND SEPTEMBER

## THE MINI MBA IN CUSTOMER TECHNOLOGY

### THREE FOUNDATION MODULES

#### THE PLATFORM

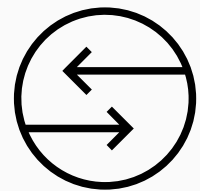
The foundation of all disciplines rests in the established literature, evidence, and in empirically tested tru datum. Our three foundation modules introduce students to the nature and intersection of information theory, the methods of system modelling, and the relevant approaches to enterprise architecture.



### SIX DOMAIN MODULES

#### CRITICAL THEORY AND APPLIED METHODS

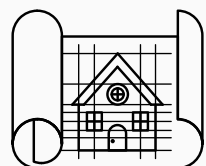
Modules 4 to 9 breaks out the customer-specific theories and disciplinary models in the technology management domain. These day-to-day operational principles are based on an evolution into outside-in architectural concepts, culminating in the execution of a dynamic customer engagement fabric. We consider interaction dynamics (anatomies and hyper-connection concepts), scaled capability and the essential oversight arrangements.



### ONE GOVERNANCE MODULE

#### ACCOUNTABILITY, TRANSPARENCY, ETHICAL CONDUCT, AND DECISION INTEGRITY

Our final component focuses on the organizational integrity and defensibility of critical customer technology and architectural structures and controls.



The Mini MBA in Customer Technology is most suitable for applicants with at least 3 years of experience in a technology role or exposure to marketing and customer technologies.

# TEN MODULES

## **MODULE 01 - INFORMATION THEORY**

Our very first Module delves into the history of Information Theory, as the underlying foundation to all information management practices from collection, storage, and application in decision making.

## **MODULE 2 - MODELLING SYSTEMS**

Students now explore the principles of systems theory and the real-world process of modelling complex customer-related systems. Critically, this module emphasizes the customer within system dynamics.

## **MODULE 3 - ENTERPRISE ARCHITECTURE**

Here in Module 3, we examine the structure and design of customer-led enterprises at an architectural level, integrating critical business theory with customer information systems and infrastructure.

## **MODULE 4 - THE TENSION: CUSTOMER TECHNOLOGY**

Students now take on “the tension” of graduation in theory from martech to customer technology, and the shift to an outside-in paradigm in dynamic systems, evolving an understanding of the customer asset.

## **MODULE 5 - THE ENGAGEMENT FABRIC**

Module 5 introduces the Engagement Fabric - a framework for integrated engagement across complex touchpoint ecosystems. It focusses on the customer-to-business universe of interactions in a fabric-based model.

## **MODULE 6 - ENCOUNTER ANATOMY**

The Encounter Anatomy is a theoretical model that breaks down the critical moments of interaction. Students gain the critical understanding of how to create a truly agnostic customer technology architecture.

## **MODULE 7 - HYPER-CONNECTED ENCOUNTER**

Building on Module 6, we explore how interactions at real scale, bring the Engagement Fabric to life, and define how their interdependencies are supported in an enterprise environment.

## **MODULE 8 - SCALED CAPABILITY**

In this Module students review the methods for scaling these concepts in evolving organizations. We explore the expansion of operational capacity by leveraging key technology components.

## **MODULE 9 - CUSTOMER ORIENTED ARCHITECTURE**

Penultimately, we study the architectural characteristics that prioritize customer needs. This brings all the theory together, in one harmonized architectural expression: enabling the proper management of the asset.

## **MODULE 10 - GOVERNANCE**

Finally, the Governance Module examines the frameworks and practices of corporate governance as it relates to this key infrastructure, including accountability, transparency, ethical conduct and decision integrity.

# PRICING OPTIONS

In September 2025, the Mini MBA in Customering will be available for public intake. From 2026, both courses will be available in two public intakes per year. However, **corporate clients who wish to train their teams have three options.**

## Public Intake

Enroll your team on one of our public intakes each year: April or September. Study with others.

Standard public intake fees apply. Sign up online or on account.

For individuals or teams of any size.

**2,539 USD**

per seat

## Private Label

Access the full program in a totally private instance exclusive to your team. No external participants on your Q&A!

Optional for multi-year, perpetual licensing. Subject to availability.

For teams over 50 members.

**3,489 USD**

per seat

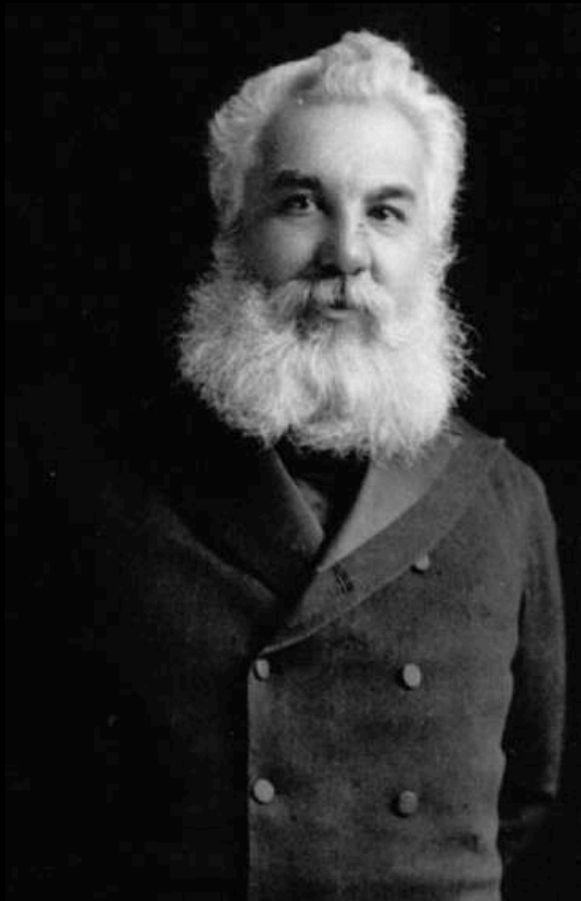
## Platinum Label

Not only private but customized. A fully featured and co-branded formal education with unique features that are designed exclusively for your people and their context. Like having your own internal business school! Multi-year.

Enterprise Agreement

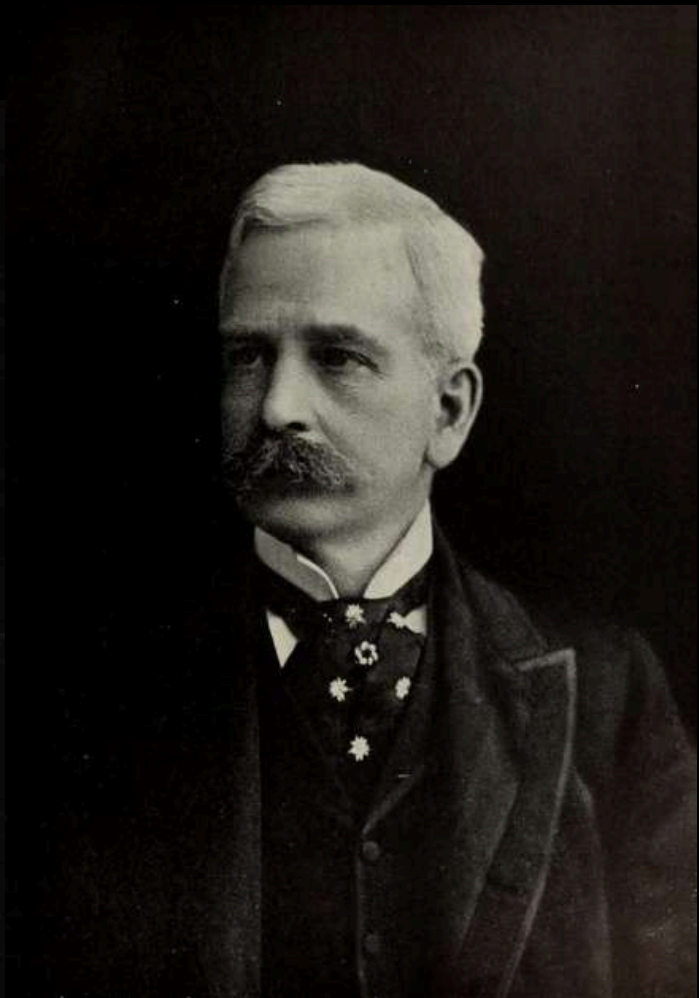
**CONTACT US**





ALEXANDER BELL

March 3, 1847 – August 2, 1922



MARSHALL FIELD

August 18, 1834 – January 16, 1906

We are named for Marshall Field (1834 –1906), the pioneering retailer who placed the customer at the heart of entrepreneurship and Alexander Bell (1847 – 1922), the scientist and technologist who famously patented the first practical telephone. Together they exemplify the trilogy of customer orientation, scientific precision, and technological mastery.

In this spirit, our programs rely on true datum, the use of verifiable precedent. This argumentum a fortiori (meaning “argument from the stronger reason”), draws on established knowledge positions to inform practice and qualified inference. In both critical theory and practice, customer management references formal marketing management, customer sciences (marketing and the humanities), economics, managerial precedent, and applied technology. It is on this solid foundation that confidence soars, authority rises, and careers find their true purpose.



**THE SUPREME END OF  
EDUCATION IS THE EXPERT  
DISCERNMENT IN ALL  
THINGS, THE POWER TO  
TELL THE GOOD FROM THE  
BAD, THE GENUINE FROM  
THE COUNTERFEIT...**

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SAMUEL JOHNSON  
1709 - 1784



# THANK YOU

Please direct all enquiries to:

Student and Corporate Information  
[training@fieldbell.co](mailto:training@fieldbell.co)

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Field Bell Institute Pty Ltd (ABN 40 679 065 546) trading globally as Field Bell Institute, has registered offices in Melbourne, Australia. It is an Approved Provider of the CPD Group (784544)

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