



FIELD
BELL
INSTITUTE

2026



BUSINESS SCHOOL PROSPECTUS

ADVANCED PROFESSIONAL DEVELOPMENT AND HIGHER
EDUCATION FOR INDIVIDUALS & HIGH PERFORMING TEAMS

CUSTOMER

MARKETING

TECHNOLOGY





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, its students, 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.

Well.
Above.
The.
Norm.

WHO WE TRAIN



Marketers



CX & Insights



CRM & MarTech



Retailers



Consultants



Product Teams



Architects & CTOs



Agencies



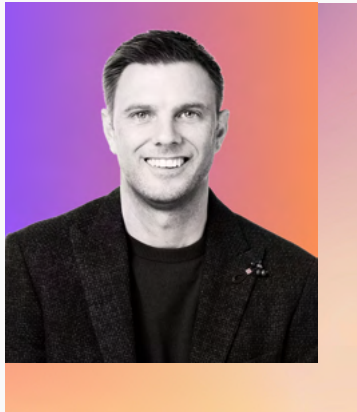
Executives

FACULTY & ADVISORY BOARD



Henry Hernandez Reveron

Fellow



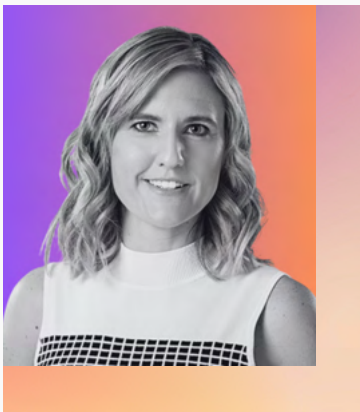
Aaron Spinley

Fellow



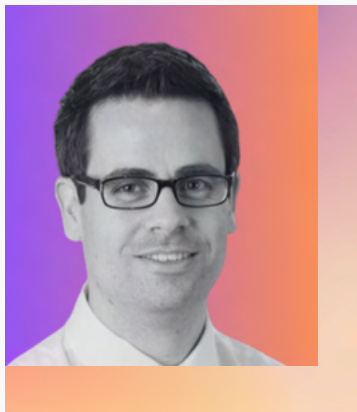
Daniela Salcedo

Enrolments Manager



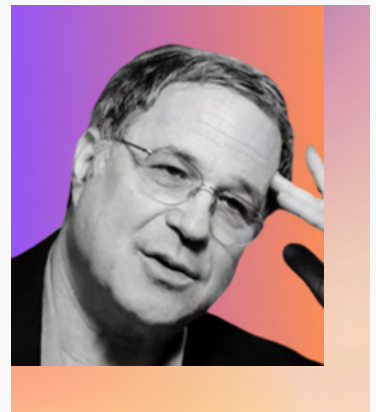
Tarryn von Oppell

Director



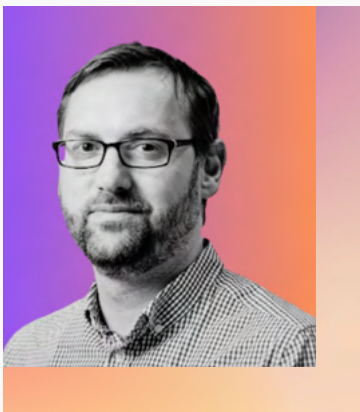
John Rizzo

Advisory Board, AUS



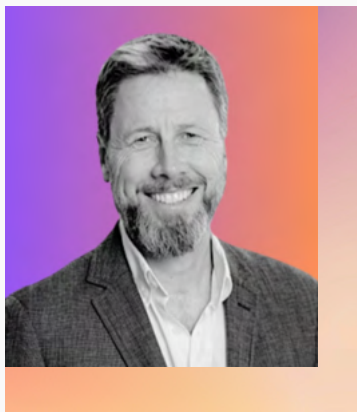
Paul Greenberg

Advisory Board, USA



Jason Hemingway

Advisory Board, UK



Sam Tarvener

Advisory Board, EUR



Quentin

The world's cutest brand code

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



JASON HEMINGWAY, UK

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, AUS

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, US

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, EUR

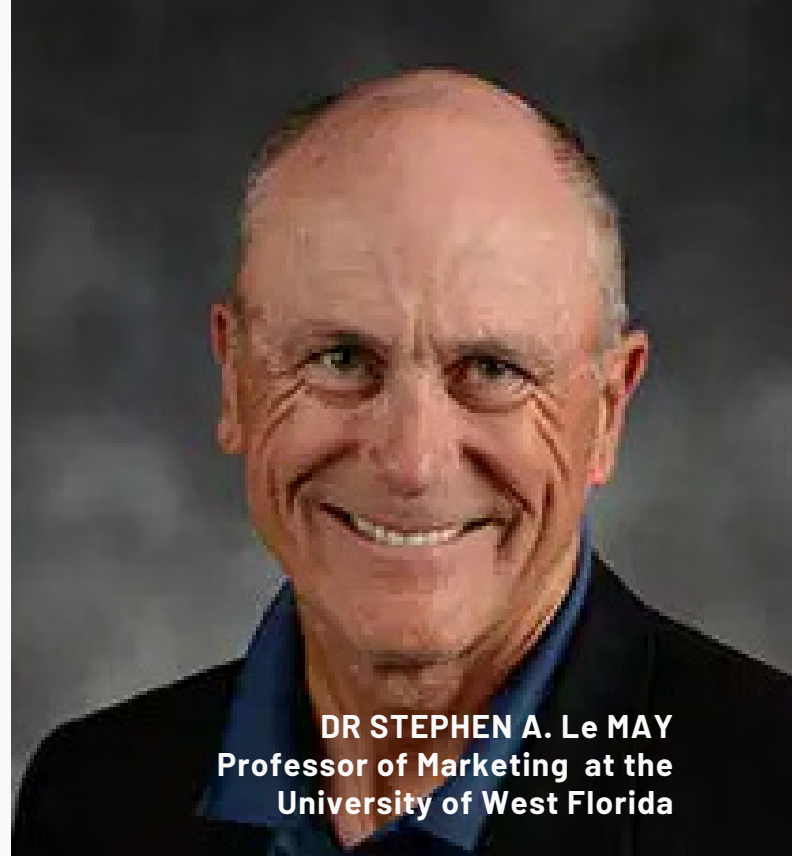
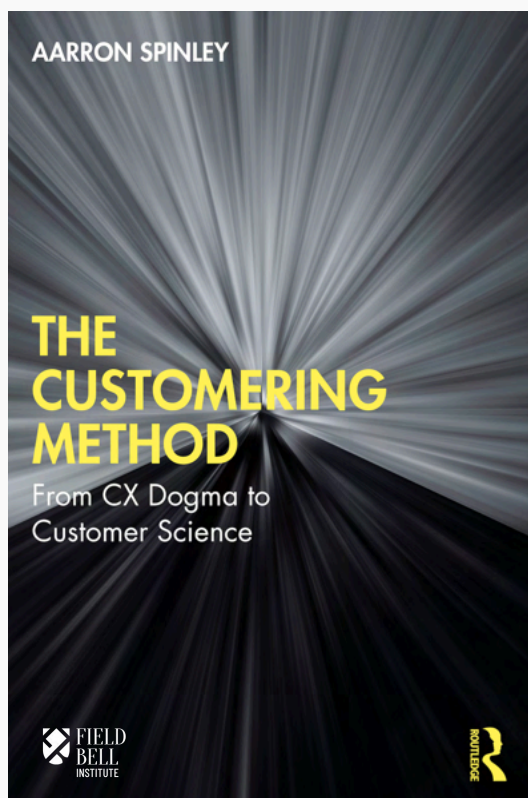
Formerly the Group Managing Director of Comet Global Consulting, and then Executive Vice President at Merkle. Sam is the chair of fast-growing businesses TAP CXM in the UK and US, and CRAFT CXM which operates in Australia and New Zealand.

PEDAGOGICAL INTEGRITY

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.**

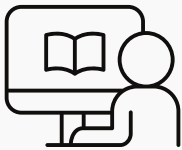
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CPD ACCREDITED AND MBA ENDORSED

CONTINUING PROFESSIONAL DEVELOPMENT

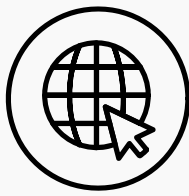
Our programs are quality assured and recognized in over 50 countries as standalone and post-graduate study, with a core text that is endorsed at above MBA standard.



10 MODULES | 1 EXAM | 12 WEEKS

35 - 40 HOURS OF LEARNING

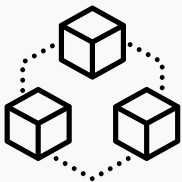
Each program is designed to fit beautifully around your work and life commitments. No more than 4 hours a week of highly engaging learning materials.



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

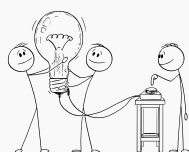
Learning critical theory is one thing. Applying it is another. Our programs are designed to be practical and actionable for immediate effect.



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].

EVIDENCE BASED, ROBUST, AND PRACTICAL
ENGAGING AND FUN

TRANSFORMATIVE LEARNING FOR BUSY CUSTOMER TEAMS



Module 3, Marketing Method:
Customering

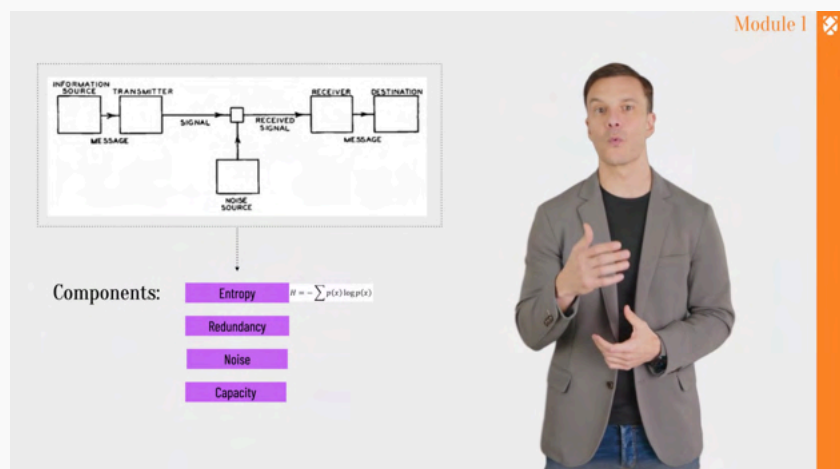
**Evidence and data based
learning**

No hyperbole. No jargon.
No myths. Centred on
value.

Module 1, Information Theory:
Customer Technology

**Robust, practical,
actionable**

100% Independent. Pure
critical theory ready for
use.



Module 6, Interaction Anatomy:
Customering

Engaging and Fun

Breaking down customer
science doesn't have to be
dry!

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 or countries, our creative online format makes learning collaborative, contextual – and fun!

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



OUR STUDENT BODY

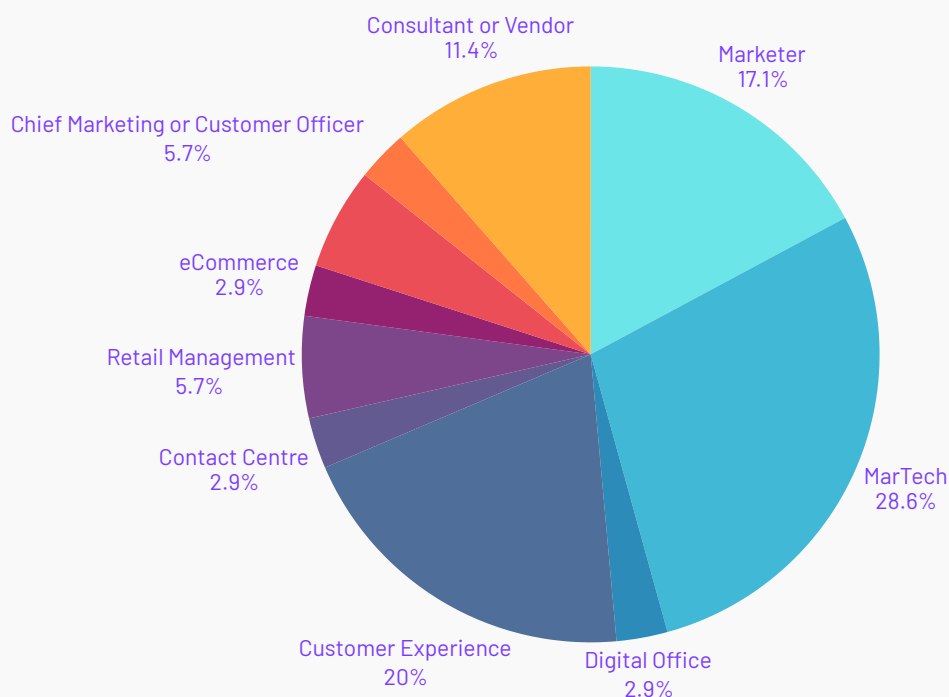


WHERE THEY'RE FROM

In 2025, we enrolled professionals from Boston, New York, Washington, Milton Keynes (Eng), London, Tartegnin (Switzerland), Madrid, Barcelona, Bangalore, Sydney, Melbourne, and Johannesburg.



The 2025 student body was dominated by: Marketers (17.6%), martech / digital / e-com (35.2%), and customer insights professionals (20.6%) with representation from retail, telecommunications, insurance, superannuation, banking, health services, and technology.





**"THIS IS WELL OVERDUE. IT'S SURELY THE MOST
ADVANCED TRAINING IN OUR FIELD ANYWHERE. I SEE IT AS
CAREER DEFINING EDUCATION. A REAL FOUNDATION.**

**I'LL BE LOOKING FOR FIELD BELL GRADUATES, AND I'VE
RECOMMENDED IT WIDELY IN VODAFONE"**

Viviana Contreras Pedraza

Team Leader Digital Insights | VODAFONE

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2025 STUDENT EXIT DATA

The Field Bell Institute has two primary objectives. Our graduates should be:

- More confident in their careers (central to professional happiness and fulfilment)
- Immediately more effective for their employer

As a result, these are our first two measures. We then track overall student satisfaction against the education industry benchmarks.

For 2025, the exit data results are as follows:

→ 100%

Felt more **CONFIDENT** in their career after completing the program

→ 100%

Felt that they would be immediately **MORE EFFECTIVE** in their current role

→ 98%

OUR **CUSTOMER SATISFACTION SCORE** IS 98.
The higher education average is 76¹
The general education average is 53²

(1) QUILT data

(2) Thinkific



"THE PROGRAM CHALLENGED MY THINKING IN ALL THE RIGHT WAYS. THE SYLLABUS WAS HIGH-QUALITY, EVIDENCE-BASED, AND DIRECTLY APPLICABLE TO REAL BUSINESS CHALLENGES. THE LEARNING EXPERIENCE WAS EQUALLY ENGAGING – AND SURPRISINGLY FUN! IF YOU'RE A MARKETER LOOKING TO STAY SHARP, ELEVATE YOUR LEADERSHIP, OR RETHINK HOW YOUR ORGANISATION CREATES VALUE, I HIGHLY RECOMMEND EXPLORING THIS PROGRAM".

Kimberley Gwillian

Executive Manager | COMMONWEALTH BANK OF AUSTRALIA

fieldbell.co

FUNDING SOURCE

Students either self-funded by signing up on our website, or were sponsored either by an employer or as part of the Job Seeker Scholarship.

14.71
%

Self-funded

85.29
%

Sponsored

"After 23 years working for a major insurance company, I was made redundant. The Field Bell Institute's Job Seeker Scholarship not only helped me refresh and learn, but it provided the opportunity to pause and reflect. What a wonderful way to stay purposeful."

GEORGE EACOTT
2025 ALUMNI



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"I'VE BEEN IN STRATEGY ROLES FOR FIRMS LIKE DELOITTE AND OPERATIVE, AND IN DIGITAL AND CUSTOMER MANAGEMENT ROLES FOR A LONG TIME. I ONLY WISH THIS LEVEL OF TRAINING HAD BEEN AROUND YEARS AGO. EVIDENCE BASED. CONTENT RICH. BEAUTIFULLY STRUCTURED. THIS WILL BE CAREER CHANGING FOR MANY."

Dean Jenkins

Fmr Director, Citizen Experience | CITY OF WHITTELSEA

fieldbell.co

CONSULTANTS & VENDORS TOO!



"A small warning up front. There will be some exorcising of some held beliefs. It is for your own good. I promise. What this training will do is give you the more credible way to tackle what is wrong with the way we engage with the most important asset a company has... the customer base. May even help you get the attention and budget you need".

David Curran

Fmr Global Vice President, Customer Experience Strategy
ORACLE



"This is customer management for serious professionals. I've been in customer management or adjacent roles for 12 years but I've spent the last 12 weeks learning things - many of them fundamental - that I'd never encountered before in my career. I recommend that you do everything in your power to take this mini MBA. "

Keanu Taylor

Head of Global Research
THE MARTECH WEEKLY



"Having studied marketing formally and spent many years in product management, I used to think a mix of concepts and jargon made me "knowledgeable." But going through the Mini MBA in Customering was a humbling and incredibly enriching wake-up call. A solid 10/10 for anyone in the world of product, marketing, or CX."

Dean Faria

Senior Director, Customer Experience
SAP




"THIS COURSE HAS TRULY CHANGED MY PERSPECTIVE ON THE CUSTOMER ASSET AND HOW TO MANAGE IT FOR BUSINESS GROWTH AND PROFITABILITY. MANY BUSINESSES HAVE LOST THEIR FOCUS ON TRUE DYADIC SERVICE AND THIS MINI MBA HAS GIVEN ME NOT JUST THE KNOWLEDGE BUT A RE-FOCUS ON WHAT WE AS BUSINESSES SHOULD REALLY BE WORKING TOWARDS."

Amanda Green

General Manager, Digital and Innovation | TREASURY WINES ESTATE

fieldbell.co

A person is shown from the side, sitting and typing on a silver laptop. The image has a warm, orange-toned overlay. The text 'OUR WORLD CLASS SYLLABUS' is written in large, white, bold, sans-serif capital letters across the lower-left portion of the image.

OUR WORLD CLASS SYLLABUS



MINI
MBA

CUSTOMERING

**Foundational and applied
theory for the Chief
Customer Officer and
their entire team**



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. 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 Aaron 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 21st 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

**The advanced application of
critical technology management
theory in the customer domain.**



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 ENCOUNTERS

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

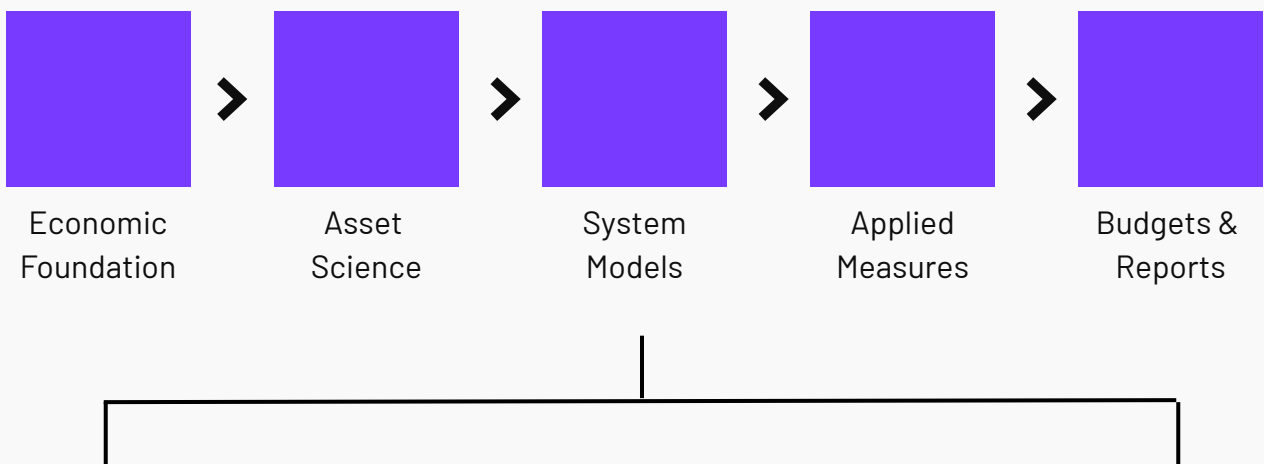
Penultimately, we study the architectural characteristics that prioritize customer needs. This brings all the theory together, in one harmonized architectural expression: enabling the proper management of the asset.

MODULE 10 - GOVERNANCE

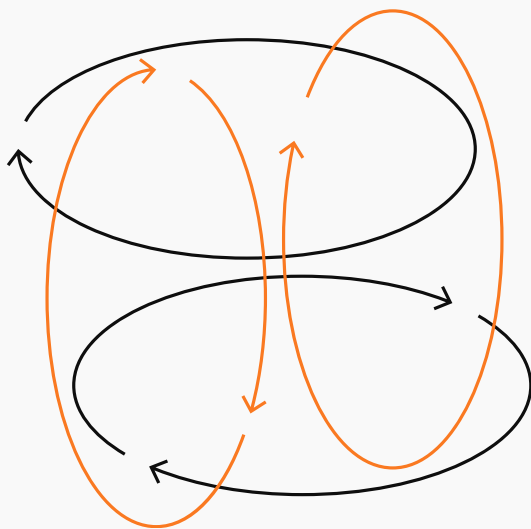
Finally, the Governance Module examines the frameworks and practices of corporate governance as it relates to this key infrastructure, including accountability, transparency, ethical conduct and decision integrity.

COURSE INTERSECTIONS

Customering: Linear managerial method



Customer Technology: Non-linear “living” system of applied technologies



e.g. systems theory, information theory, modelling method (et al) applied as a fabric

The syllabus of the Mini MBA in Customer Technology connects to the core management principles taught in its sister program. This interrelationship is important for a wider education. however it stands as its a distinct program.

For students who undertake both courses, they may be completed in either order.

CORPORATE OPTIONS

Individuals can sign up to join a public intake. Corporate teams can do the same, or explore other options with flexible pricing that reflects your needs. From single intakes to multiple, single courses to dual, or single year to multi. Enhanced pricing kicks in from bookings of only 6+.

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.

Private Label

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

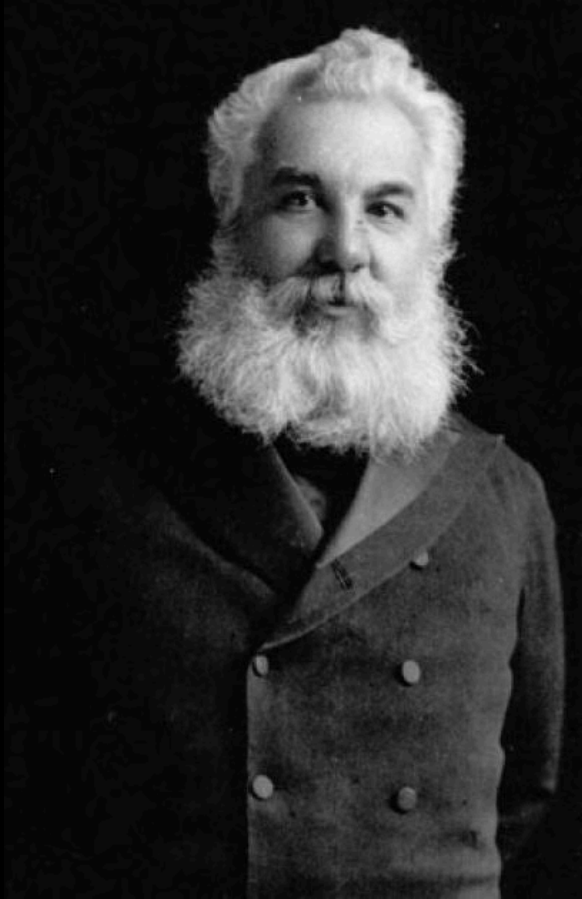
Optional for multi-year,

For teams over 50. Subject to availability.

Platinum Label

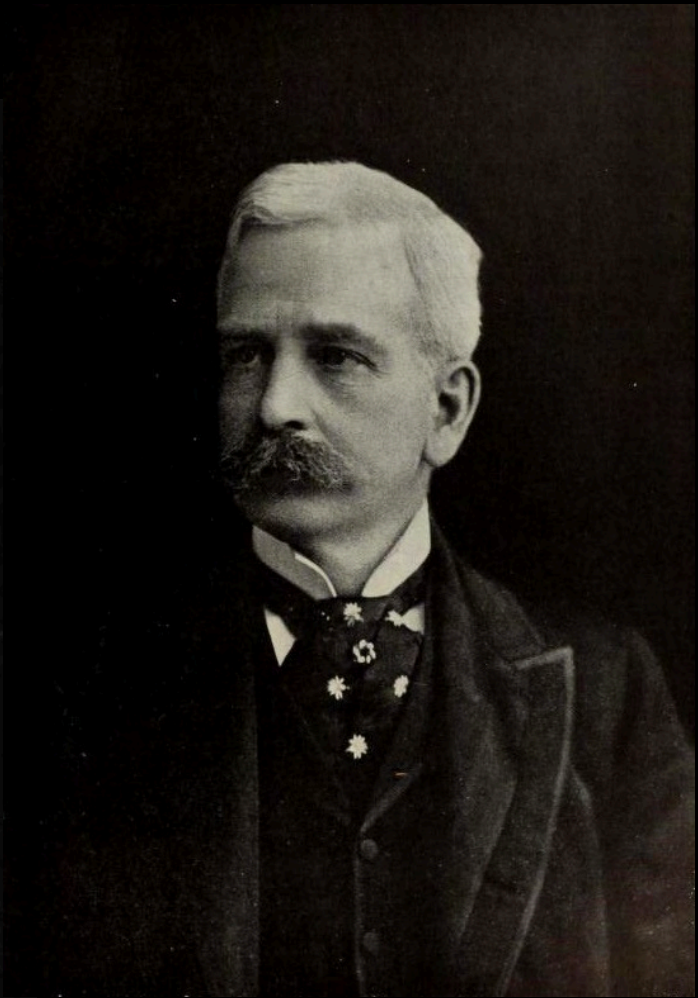
Not only private but customized. A fully featured and co-branded formal education with unique features that are designed exclusively for your people and their context. Like having your own internal business school! Multi-year.

Enterprise Agreement. Subject to availability.



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...**

SAMUEL JOHNSON
1709 - 1784



THANK YOU

Please direct all enquiries to:

Student and Corporate Information
training@fieldbell.co

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)

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