



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 signature program:

The Mini MBA in Customering with Aarron Spinley.

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.

CPD Accredited
MBA Level
Professional
Development

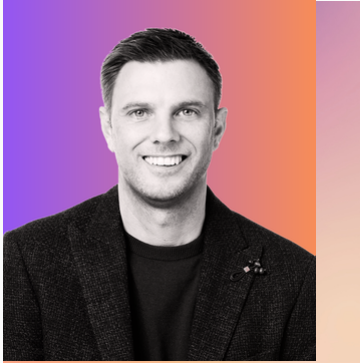
WHAT
POWERS
YOU?



Unregulated
Association
Certificates &
Vendor Badges



FACULTY & ADVISORY BOARD



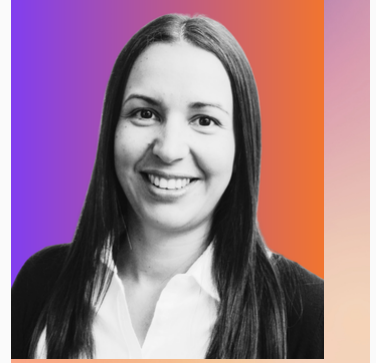
Aaron Spinley

Fellow



Henry Hernandez Reveron

Technology Adviser



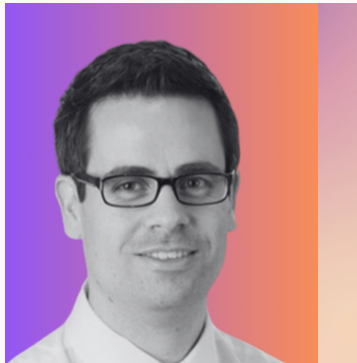
Daniela Salcedo

Enrolments Manager



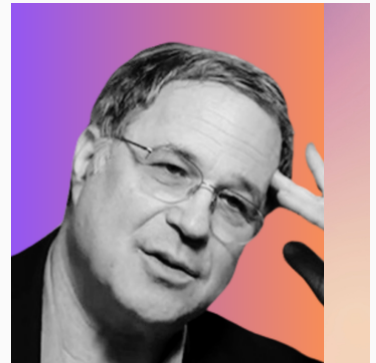
Tarryn von Oppell

Director



John Rizzo

Advisory Board, AUS



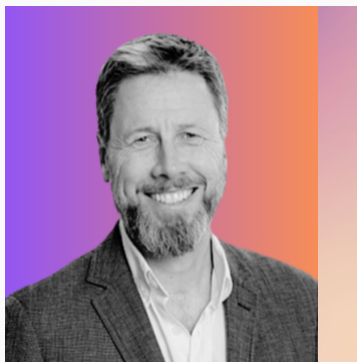
Paul Greenberg

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 TAVERNER, 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.

"Contrary to urban myth, senior executives do believe in the need for a strong orientation to customers. But there is real uncertainty in how to go about that, the true economic benefit of it, and often, there can be a lack of trust in those at the coal face.

This level of education from Field Bell Institute, so easily accessible, is something all executives should see as an imperative for their teams."

John Rizzo

Fmr Chief Strategy and
Customer Officer, BUPA



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!

WHO WE TRAIN



Marketers



CX & Insights



CRM & MarTech



Retailers



Consultants



Product Teams



e-Commerce Leaders



Agencies



Executives

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!



MEET OUR STUDENT BODY

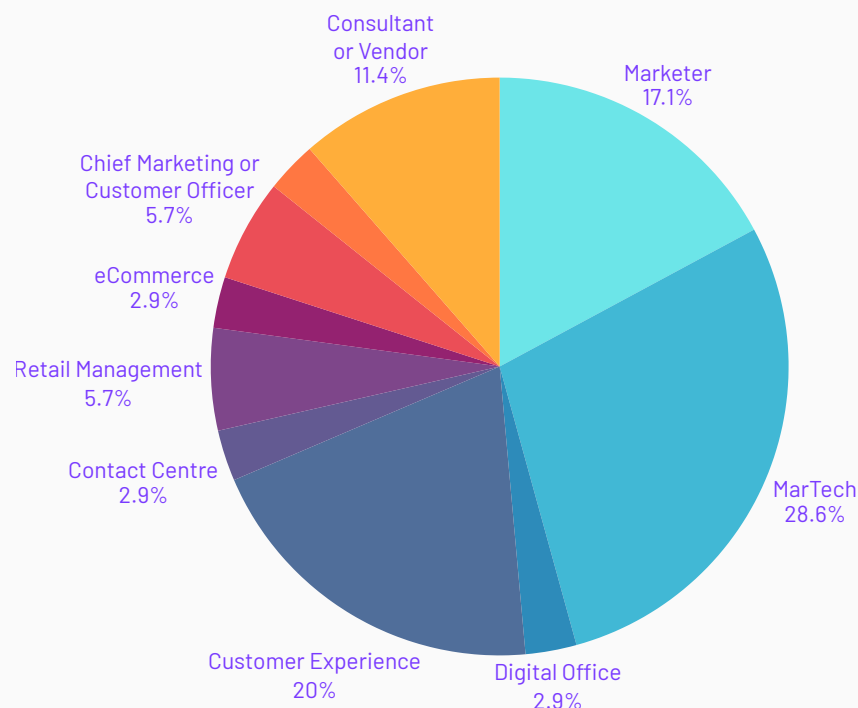


WHERE THEY'RE FROM

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

fieldbell.co

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



fieldbell.co



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, 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

The must-know critical theory
and its real world application for
all customer related careers,
from the C-suite to the digital
shopfloor!

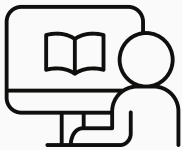




CPD ACCREDITED AND MBA ENDORSED

CONTINUING PROFESSIONAL DEVELOPMENT

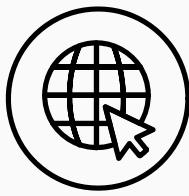
The program is quality assured and recognized in over 50 countries as standalone and post-graduate study, with a core text that is endorsed at above MBA standard.



10 MODULES ACROSS 12 WEEKS

35 - 40 HOURS OF LEARNING

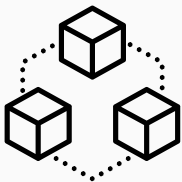
It is designed to fit beautifully around your work and life commitments. No more than 4 hours a week of highly engaging learning materials, guided through at your pace.



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

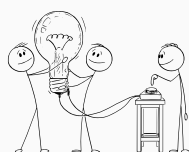
Learning critical theory is one thing. Applying it is another. This program is designed to be practical and actionable for immediate effect.



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.

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. You'll never again see your customer base the same way!

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 interactions layer. 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 experiential investment. Lastly, we'll look at the intersection of formal marketing and customering.

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. Even if you don't operate in these areas, this is critical to understanding the value of your career.



ENDORSED BY THE

The Mini MBA in Customering is endorsed by the global Customer Experience Professional Association (CXPA).

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 method 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 behaviourally 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.

TRANSFORMATIVE LEARNING FOR THE BUSY PROFESSIONAL



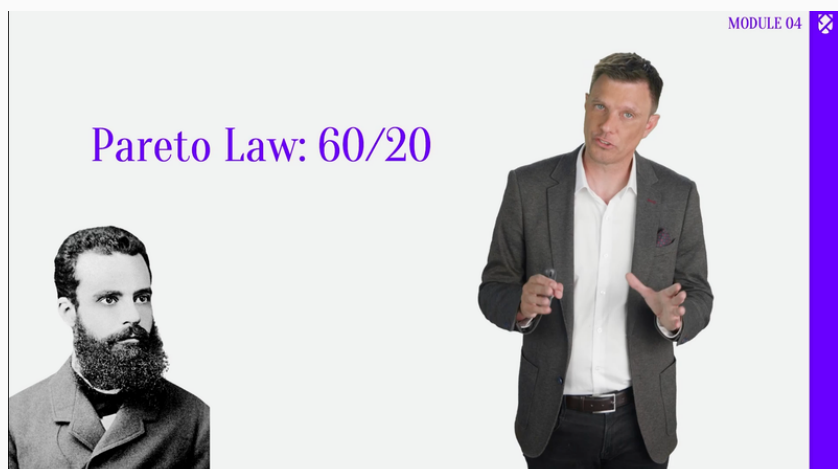
Module 3, Marketing Method

Evidence and data based learning

No hyperbole. No jargon.
No myths. Evidence based
and centred on value.

Robust, practical, actionable

100% Independent. No
vested interests or
influence on the syllabus.
Pure critical theory and its
application - ready for
use.



Module 4, The Customer Asset



Module 6, Interaction Anatomy

Engaging and Fun

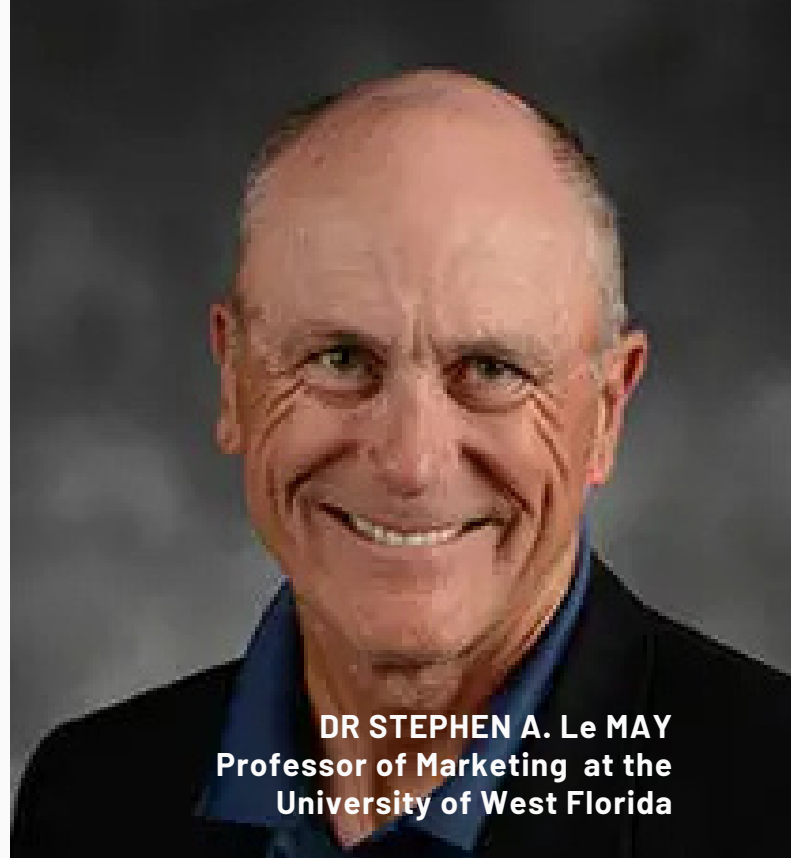
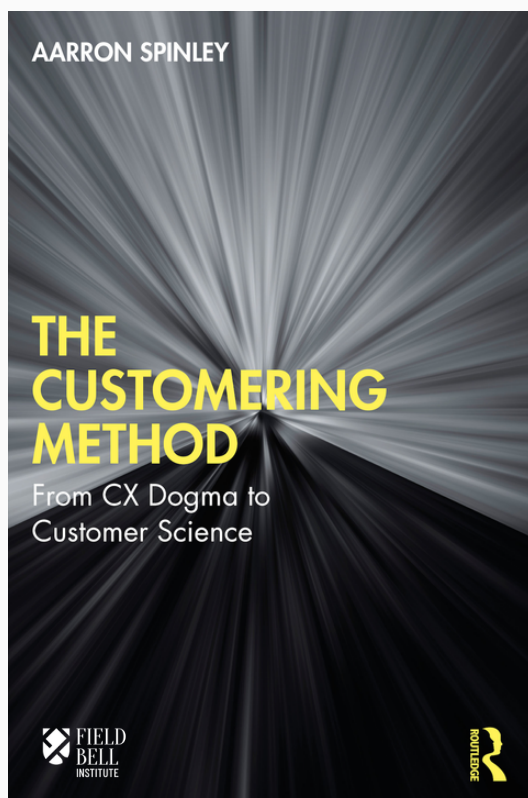
Breaking down customer
science doesn't have to be
dry. Come ready to have
fun!

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 text within our library of materials. It is distributed by Routledge Press (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.**

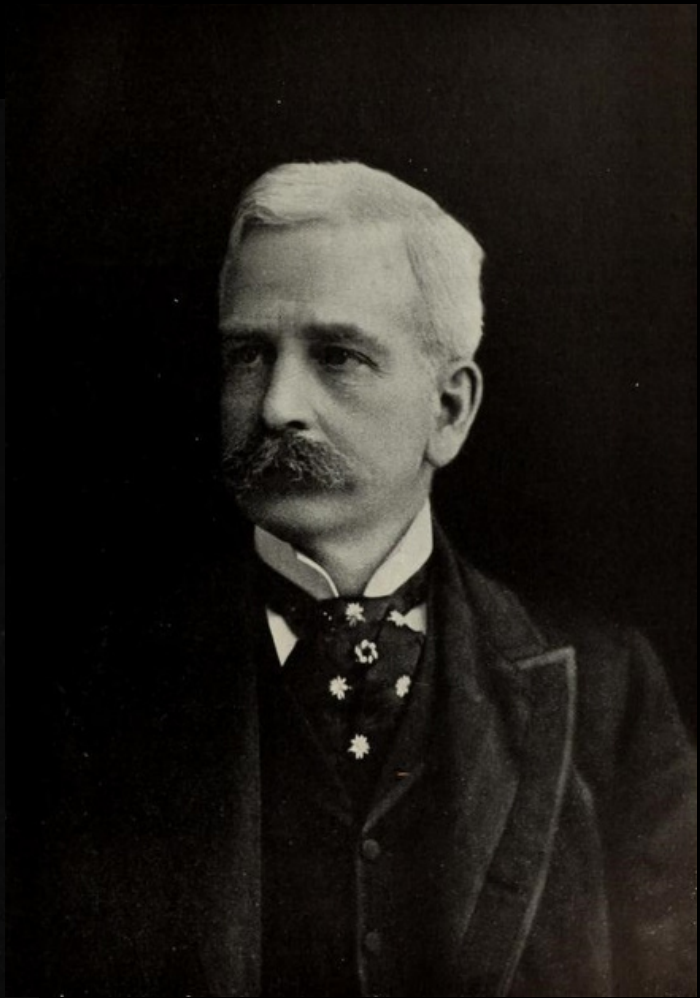
**AND WILL SUIT SOME
ACADEMICS AS A CORE
TEXT.**

”



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



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