

(8) Customer Relationship Management – BMGT3033

1.	Name of Course					Customer Relationship Management				
2.	Course Code					BMGT3033				
3.	Name(s) of academic staff									
4.	Rationale for the inclusion of the course/module in the programme					Core: CRM Customer Relationship Management is one of the newest innovations in customer service today. CRM stands for customer relationship management and helps the management and customer service staffs cope with customer concerns and issues. CRM involves gathering a lot of data about the customer. The data is then used to facilitate customer service transactions by making the information needed to resolve the issue or concern readily available to those dealing with the customers. This results in more satisfied customers, a more profitable business and more resources available to the support staff. Furthermore, CRM Customer Relationship Management systems are a great help to the management in deciding on the future course of the company				
5.	Semester and Year offered					1/2				
6.	Total Student Learning Time (SLT)		Face to Face				Total Guided and Independent Learning			
	L = Lecture T = Tutorial P = Practical O= Others		L	T	P	O	Guided = 42 Independent = 84 Total = 126			
			28	14						
7.	Credit Value					3				
8.	Prerequisite (if any)					None				
9.	Objectives: <ul style="list-style-type: none">To introduce students to the concepts and methods of customer relationship management (CRM).The course will have a hands-on, methodological orientation.The goal is to put students in contact with real world applications and databases.Students will explore three key building blocks of CRM databases: data, technology and statistical techniques.Upon completing this course, students should have a working knowledge of CRM and related database marketing techniques, and an appreciation of their potential and limitations.									

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10.	<p>Learning outcomes:</p> <p>At the completion of the subject, students should be able to perform the following tasks:</p> <ul style="list-style-type: none"> • Understand how analytical techniques and computer models can enhance decision making by converting data and information into insights and decisions. • Learn to view marketing phenomena and processes in ways that are amenable to decision making. • Learn a number of examples of the successful use of CRM database and develop abilities to build, modify, and implement CRM database. • Learn what the tools and software are available for CRM and what they can do as well as what they cannot do. • Plan future careers in marketing and management consulting.
11.	<p>Transferable Skills:</p> <p>A CRM system will also help students a lot in expanding their knowledge and future business. As CRM systems are capable of handling enormous amounts of data, CRM systems will help a lot in coping with the increased numbers of customers and data. With a CRM Customer Relationship Management system installed and properly utilized, managers can be sure that all data is maximized and used to ensure that the business will be successful and it's customers a lot more satisfied than before</p>
12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none"> • Lecture sessions • Tutorial sessions • Case Studies • Student-Lecturer discussion • Collaborative and co-operative learning • Workshops and Training Seminars • Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none"> • Ongoing quizzes • Midterm tests • Performance Assessment (Participation, project, Assigned exercises) • Case Presentations

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13.	<p>Synopsis:</p> <p>This course defines CRM as a combination of strategic marketing planning, creative communications, data, technology, and statistical analysis techniques. In so doing, it establishes three basic “building blocks” for developing a CRM system--Data, Technology and Statistical techniques. Students will learn how these three key drivers of a CRM program can work together to improve a business. It also addresses two of the critical ingredients in making CRM system work: 1. getting top management approval for the investment and on-going cost, and 2. getting organizational acceptance and support for a new way of doing marketing. Students will obtain hands-on experience in using the profit-maximizing quantitative methods that are routinely used by marketers</p>																									
14.	<p>Mode of Delivery: Face to Face</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions																									
15.	<p>Assessment Methods and Types:</p> <p>The assessment for this course will be based on the following:</p> <table><tr><td>Coursework</td><td>50%</td></tr><tr><td>Quizzes</td><td>10%</td></tr><tr><td>Assignments</td><td>10%</td></tr><tr><td>Project</td><td>10%</td></tr><tr><td>Mid-Semester Exam</td><td>20%</td></tr><tr><td>Final Examination</td><td>50%.</td></tr><tr><td>Total</td><td>100%</td></tr></table>												Coursework	50%	Quizzes	10%	Assignments	10%	Project	10%	Mid-Semester Exam	20%	Final Examination	50%.	Total	100%
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16.	<p>Mapping of the course/module to the Programme Aims</p> <p>The individual course is mapped to the programme aims using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).</p> <table><tr><td>A1</td><td>A2</td><td>A3</td><td>A4</td><td>A5</td><td>A6</td></tr><tr><td>4</td><td>5</td><td>3</td><td>2</td><td>3</td><td>4</td></tr></table>												A1	A2	A3	A4	A5	A6	4	5	3	2	3	4		
A1	A2	A3	A4	A5	A6																					
4	5	3	2	3	4																					
17.	<p>Mapping of the course/module to the Programme Learning Outcomes</p> <p>The learning outcomes of this course are mapped to the eight MQF domains using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).</p>																									
18.	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12														
	3	3	2	5	4	3	2	2	2	2	3	4														
	WEEK	Details									SLT															

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			L	T	Indep.	Total
	WEEK 1	Introduction to CRM <ul style="list-style-type: none"> • Definition • CRM as a business strategy • Elements of CRM • CRM Processes and systems • Entrance, applications and success of CRM 	2	1	6	9
	WEEK 2	Customer-supplier relationships <ul style="list-style-type: none"> • History • Description of customer-supplier relationships • The dynamic in relationships • Communities 	2	1	6	9
	WEEK 3	CRM as an integral business strategy <ul style="list-style-type: none"> • The nature of the CRM strategy • The context of the CRM strategy • The results of a successful CRM strategy 	2	1	6	9
	WEEK 4	The relationship-oriented organisation <ul style="list-style-type: none"> • Mission • Culture • Structure • People • Communication and information • Systems 	2	1	6	9
	WEEK 5	CRM Marketing Aspect <ul style="list-style-type: none"> • Customer knowledge • The value of customer knowledge • The utilisation of data as an asset • From data to customer knowledge • Privacy • Personal Data Protection Act • Information policy 	2	1	6	9

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WEEK 6	Communications and multichannels <ul style="list-style-type: none"> • Multichannels defined • The channels • Customers and the use of the channels • Influence of the channels on pricing and the formation of relationships • Recommendations on multichannel communication 	2	1	6	9
WEEK 7	The individualised customer proposition <ul style="list-style-type: none"> • Customisation • Individualisation of the product offering • Individualised pricing policy 	2	1	6	9
WEEK 8	The relationship policy <ul style="list-style-type: none"> • Improvement of the size and quality of the customer database • Relationship policy per segment • Relationship policy by relationship phase • Translating the relationship policy into contact moments • Loyalty programmes 	2	1	6	9
WEEK 9	Relationship data management <ul style="list-style-type: none"> • Customer identification • Expanding the size of the customer database • Customer profiling 	2	1	6	9
WEEK 10	Data analyses and datamining <ul style="list-style-type: none"> • Experiences with data analysis • The analysis process • Datamining 	2	1	6	9
WEEK 11	Segmentation and selections <ul style="list-style-type: none"> • Segmentation study as input for the formulation of the marketing strategy • Segmentation research used in compiling the list 	2	1	6	9
WEEK 12	Retention and cross-sell analyses <ul style="list-style-type: none"> • Retention • Cross-selling 	2	1	6	9

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	WEEK 13	The effects of marketing activities <ul style="list-style-type: none"> Evaluating the effect of marketing activities on the customer value Experiments The learning organisation 	2	1	6	9
	WEEK 14	Reporting results <ul style="list-style-type: none"> Lifetime value Alternatives for lifetime value Balanced score card 	2	1	6	9
		Total	2 8	1 4	8 4	12 6
19.	Main references supporting the course: Paul R. Timm. (2008). <i>Customer Service: Career Success Through Customer Loyalty</i> . Pearson, (4 th Edition)					
	Additional references supporting the course: <ul style="list-style-type: none"> Jagdish N Sheth, Parvatiyar Atul, G Shainesh. (2008). <i>Customer Relationship Management :Emerging Concepts, Tools and Applications</i>. McGrawHill (1st Edition). Paul Greenberg. (2009). <i>CRM at the Speed of Light Social CRM Strategies, Tools, and Techniques for Engaging Your Customers</i>. McGrawHill, (4th Edition) C. K. Prahalad, Patrica B. Ramaswamy, Jon R. Katzenbach, Chris Lederer, Hill Sam (2001), <i>Harvard Business Review on Customer Relationship Management</i>, Paperback 					
20.	Other additional information All related subject materials will be available to the students during the period of the course					