



EFFECTIVE: JANUARY 2012 CURRICULUM GUIDELINES

A. Division: Academic Effective Date: January 2012

B. Department / Commerce & Business Admin. Revision New Course
 Program Area: Marketing

If Revision, Section(s) Revised: A, C, K

Date of Previous Revision: December 2007

Date of Current Revision: September 2011

C: MARK 4360 **D:** Customer Relationship Management **E:** 3

Subject & Course No.	Descriptive Title	Semester Credits
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<p>F: Calendar Description:</p> <p>This course examines the concept of customer relationship management (CRM), its evolution and implementation. The approach is analytical and managerial, and covers: understanding issues, tools, techniques and terminology; establishment, management, mining and analysis of customer databases; assessing customer valuation and establishing metrics; identifying, defining and understanding customer segments; estimating profitability; and designing targeted marketing campaigns and customer communications. Customer relationship management explores database planning, design and creation, and focuses on the role of CRM in a firm's marketing strategy, with emphasis on customer relationship building and servicing.</p>							
<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p> <p>CSIS 1110 and MARK 1120 and CMNS 1115 (or any English UT course)</p> <p>I: Course Corequisites:</p> <p>Nil</p> <p>J: Course for which this Course is a Prerequisite</p> <p>Nil</p> <p>K: Maximum Class Size:</p> <p>35</p>						
<p>L: PLEASE INDICATE:</p> <table style="border-collapse: collapse;"> <tr> <td style="border: 1px solid black; width: 30px; height: 20px; text-align: center;"> </td> <td style="padding-left: 5px;">Non-Credit</td> </tr> <tr> <td style="border: 1px solid black; width: 30px; height: 20px; text-align: center;">X</td> <td style="padding-left: 5px;">College Credit Non-Transfer</td> </tr> <tr> <td style="border: 1px solid black; width: 30px; height: 20px; text-align: center;"> </td> <td style="padding-left: 5px;">College Credit Transfer:</td> </tr> </table> <p style="text-align: center;">SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)</p>			Non-Credit	X	College Credit Non-Transfer		College Credit Transfer:
	Non-Credit						
X	College Credit Non-Transfer						
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M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain customer relationship marketing concepts, process and applications, as well as strategy and planning;
2. explain how to build and manage successful CRM teams;
3. explain how to blend CRM with a firm's overall business and marketing plans;
4. demonstrate an understanding of how to build relationships with customers and maintain their loyalty;
5. develop effective customer communications strategies and tactics;
6. create campaigns to generate new customers and prospects;
7. assess, plan, manage and know how to prioritize customer service
8. operate a simple customer database effectively;
9. integrate CRM with the myriad of marketing tools and techniques;
10. explain the economics of building a customer database;
11. demonstrate an understanding of issues such as privacy, ethics, customer fatigue, environmental concerns and future trends.

N: Course Content:

1. Principles of CRM:
 - benefits, terms/definitions and value of CRM
 - positioning CRM in the firm, developing a CRM team
 - identify uses for CRM, and principal users enterprise-wide
 - leadership and commitment
2. Strategy and Management of a CRM function
 - planning, design and application of CRM
 - creating a CRM plan
 - integrating with other business/marketing plans
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3. CRM Marketing Issues and Considerations:
 - developing customer understanding and intelligence
 - communicating with customers
 - developing relationships and loyalty
 - customer satisfaction, service functions and considerations
4. Analytical aspects of CRM:
 - creation and management of the database
 - software considerations and acquisition
 - deciding on where to locate and manage the database
 - segmentation, targeting, customer profiling and scoring
 - metrics – establishing, evaluating, controlling, using, reporting
5. CRM functions and operations:
 - call centre management
 - website and emarketing
 - direct marketing
6. The Future of CRM
 - managing the evolution of CRM marketing

O: Methods of Instruction

Customer Relationship Management will be studied through lectures, videos, case studies, workshops, guest lecturers, group and class discussions, computer applications, and industry-related projects.

P:	Textbooks and Materials to be Purchased by Students Peelen, Ed; Customer Relationship Management, Latest Ed. Prentice Hall or equivalent										
Q:	Means of Assessment <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Case analyses</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Assignments (2 - 4)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Midterm examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final examination or project</td> <td style="text-align: right;"><u>20%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p>STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p>	Case analyses	20%	Assignments (2 - 4)	40%	Midterm examination	20%	Final examination or project	<u>20%</u>		<u>100%</u>
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R:	Prior Learning Assessment and Recognition: specify whether course is open for PLAR No										

 Course Designer(s): C. Gail Tibbo

 Education Council / Curriculum Committee Representative

 Interim Dean / Director: Julie Crothers

 Registrar