

Department: Business Administration		Program: MBA	
Course Name	Customer relationship Management (CRM)	Course Code	MKT 626
Pre-requisite	Not Applicable	Credit Hours	3

Brief Description

- This course will provide students with an understanding of the concepts and applications of the principles of customer relationship management (CRM). Student will be exposed to the techniques necessary to identify and develop one-to-one marketing programs, using relevant tools such as data mining to identify, differentiate, interact and customize offerings to meet customers' needs.

Course Objectives

After completion of this course the student will be able to:

- Discuss customer relationship management in marketing.
- Describe the key role CRM plays in delivering value to customers.
- Apply practical CRM knowledge to an existing or new organization.
- Compare and contrast CRM as a business strategic tool for enhancing an existing or new organization's performance.
- Analyze the various data mining techniques to solve various business problems.
- Access the importance of skillfulness in Customer Relationship planning, executing and evaluating strategies and action plans.
- Discuss the importance of communicating with people from a diverse range of backgrounds with empathy.
- Discuss the impact of CRM on marketing channels.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of CRM
- Apply the concepts, principles, and theories in different CRM situations
- Demonstrate written communication skills in CRM
- Have oral communication skills in CRM
- Have skills of using computer applications CRM
- Have scientific research skills in the field of CRM
- Have the skills of critical thinking and analysis in the fields of CRM
- Have the skills in strategic thinking and finding solutions in CRM
- Believe, and practice sustainability in CRM
- Have the skills of leadership, teamwork, and decision making in CRM
- Have the ability to distinguish between ethical issues in CRM
- Have the competence of social responsibility in the fields of CRM
- Have the competence to deal with cultural diversity in CRM situations

Course Topics			
<ul style="list-style-type: none"> ➤ Introduction to Customer Relationship Management ➤ Types of CRM ➤ CRM Industry Landscape ➤ Strategically Significant Customers ➤ Customer-Based Marketing ➤ Customer Value - Concepts and Practices ➤ Customer Databases and Data Mining ➤ Designing Loyalty Programs ➤ Campaign Management ➤ Database Marketing in: B-to-B and B-to-C 			
Text Book			
<ul style="list-style-type: none"> ➤ Buttle, F. and Maklan, S. (2019). <i>Customer Relationship Management: Concept and Technologies</i>. New York, USA: Routledge. 			
Additional References			
<ul style="list-style-type: none"> ➤ Kumar, V and Reinartz, W. (2016). <i>Customer Relationship Management: A Databased Approach</i>. Hoboken, NJ: Wiley. ➤ Berry, M. and Linoff, G. (2014). <i>Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management</i>. USA, John Wiley & Sons. 			
Online Resources			
<ul style="list-style-type: none"> ➤ https://hbr.org/2004/11/crm-done-right ➤ International Journal of Electronic Marketing and Retailing. ➤ Institute of e-marketing. 			
Course Outline			
Week	Hours	Topics	Remarks
1	3	CRM Benefits, Scope and stakeholders; Purpose of CRM	
2	3	Who is involved in CRM? Successful CRM plan, CRM implementation	
3	3	Evolution and growth of CRM, Strategic versus functional CRM, Implementation options through CRM software and applications	
4	3	Identification of strategically significant customers, Information technology and CRM, Face-to-face CRM, Functions of CRM	
5	3	Customer-based marketing: Traditional marketing metrics, Primary customer-based metrics, Customer activity measurement	
6	3	Midterm Exam	
7	3	Popular customer-based value metrics, Share of wallet, Transition metrics, Strategic customer-based value metrics, Popular customer selection strategies	

8	3	Using Databases: Types of databases, The benefits of marketing databases	
9	3	What is loyalty? Satisfaction loyalty profit chain, Difference between behavioral and attitudinal loyalty	
10	3	Measuring effectiveness of loyalty programs, Drivers of loyalty program effectiveness, Achieving competitive advantage	
11	3	Campaign planning and development, identifying customer segments, Developing a communication strategy, Campaign budget	
12	3	Application of database marketing in: B-to-B and B-to-C, Customer value – a decision metric	
13	3	Applications of customer value framework to marketing decisions	
14	3	Traditional distribution channels, Emerging channel trends that impact CRM, Recent opportunities and challenges from CRM	
15	3	Presentations	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	