

DEREE COLLEGE SYLLABUS FOR:		US Credits: 3/0/3
CS 3144 CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS (Previously CS 3144 Customer Relationship Management Systems – UK Level 5) (Revised Fall 2021)		
PREREQUISITES:	CS 1070 Introduction to Information Systems	
CATALOGUE DESCRIPTION:	CRM concepts, metrics, and techniques; CRM systems for customer analysis; CRM analysis and business performance; Customer analytics for loyalty programmes, channel management and promotional campaigns; Customer analytics and customer segmentation. Customer-centric marketing strategies.	
RATIONALE:	The module is intended to provide an understanding of Customer Relationship Management (CRM), the benefits it delivers, the contexts in which it is used, and its implementation. Moreover, it demonstrates how a CRM system can be deployed to perform customer analysis to support customer management strategies and objectives. Finally, the module provides a well-balanced study of strategic, organisational and marketing aspects of CRM.	
LEARNING OUTCOMES:	<p>As a result of taking this course, the student should be able to:</p> <ol style="list-style-type: none"> 1. Analyse the strategic framework of customer relationship management (CRM) in managing customer relationships through systems and technology. 2. Apply organisational, marketing and technological aspects of customer analysis in the context of the CRM strategy. 	
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the learning and teaching strategy of the College, the following tools/activities are used:</p> <ul style="list-style-type: none"> • Lectures and class discussions. Laboratory practical sessions and problem solving. • Office hours held by the instructor to provide further assistance to students. • Use of the Blackboard Learning platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, and online submission of assignments. 	

ASSESSMENT:	<p>Summative:</p> <table border="1" data-bbox="672 302 1507 600"> <tr> <td>First Assessment - Coursework</td> <td>30%</td> <td>Use of software applications for customer analytics</td> </tr> <tr> <td>Second Assessment - Portfolio</td> <td>10%</td> <td>Diagnostic assignments</td> </tr> <tr> <td>Final Assessment - Research Project</td> <td>60%</td> <td>Analysis of a CRM solution (2,200-2,400 words)</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="672 688 1463 810"> <tr> <td>Group Coursework: case problems</td> <td>0%</td> </tr> <tr> <td>Presentation: presenting a case problem</td> <td>0%</td> </tr> <tr> <td>Computer lab assignments</td> <td>0%</td> </tr> </table> <p>The First Assessment tests Learning Outcome 1. The Second Assessment tests Learning Outcome 2. The Final Assessment tests Learning Outcomes 1 and 2. The Final Assessment tests all learning outcomes of this module;</p> <p>(Guidelines and assessment rubrics are distributed on the first day of classes along with the course outline.)</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>	First Assessment - Coursework	30%	Use of software applications for customer analytics	Second Assessment - Portfolio	10%	Diagnostic assignments	Final Assessment - Research Project	60%	Analysis of a CRM solution (2,200-2,400 words)	Group Coursework: case problems	0%	Presentation: presenting a case problem	0%	Computer lab assignments	0%
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READING LIST:	<p>REQUIRED MATERIAL:</p> <ul style="list-style-type: none"> Francis Buttle. "Customer Relationship Management". Butterworth-Heinemann, latest edition, ISBN-13: 978-1856175227. <p>FURTHER READING:</p> <ul style="list-style-type: none"> Ed Peelen and Rob Beltman. "Customer Relationship Management". Pearson HE, latest edition, ISBN-13: 978-0273774952. V. Kumar and Werner Reinartz. "Customer Relationship Management: Concept, Strategy, and Tools". Springer, latest edition, ISBN-13: 978-3642201301. 															

	<ul style="list-style-type: none"> • Adrian Payne and Pennie Frow. “Strategic Customer Management: Integrating Relationship Marketing and CRM”. Cambridge University Press, latest edition, ISBN-13: 978-1107649224. • Don Pepper and Martha Rogers. “Managing Customer Relationships: A Strategic Framework”. Wiley, latest edition, ISBN-13: 978-0470423479.
COMMUNICATION REQUIREMENTS:	Daily access to the course’s site on the College’s Blackboard CMS. Effective presentation skills using proper written and oral English. Communicate and coordinate during team activities.
SOFTWARE REQUIREMENTS:	Latest version of MS-Office and a CRM platform.
WWW RESOURCES:	CRM Daily. http://www.crm-daily.com/ CRM magazine. http://www.destinationcrm.com/
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Fundamental concepts of Customer Relationship Management 2. CRM as an integral business strategy; The customer-oriented organisation 3. Customer knowledge strategy 4. Customer data management 5. Data analysis 6. Customer analytics for customer segmentation and selection 7. Customer analytics for customer retention and cross-selling 8. Customer analytics & management reporting: measuring, learning, and optimising 9. CRM software systems 10. Implementation of CRM systems 11. The future of CRM systems