City University of Hong Kong
Course Syllabus

offered by Department of Media and Communication
with effect from Semester A 2024/25

Part I   Course Overview

Course Title:	Stakeholders Relationship Management
Course Code:	COM5404
Course Duration:	One Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	Nil
Exclusive Courses: *(Course Code and Title)*	Nil

Part II   Course Details

1.   Abstract

This course aims to provide students with the knowledge of the fundamental aspects of developing and managing customer relationships. The course will also introduce students to the tools commonly used for developing and implementing CRM programs.

2.   Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Describe the major concepts and framework of customer relationship management.	35%	✓		
2.	Analyze the key drivers for successful customer relationship management programs.	20%		✓	✓
3.	Apply the concepts and tools covered in the course to design a customer relationship management program for a real company.	35%		✓	✓
4.	Collaborate with other classmates productively in the group work; communicate and present information effectively.	10%		✓	✓
		100%			

A1:   Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
A2:   Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.
A3:   *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No. 1	2	3	4	Hours/week (if applicable)
Lecture	Concepts, tools and applications of CRM will be explained through lectures. Real world CRM examples and cases may be used to illustrate the core concepts and tools.	✓	✓	✓	✓	
In-class activities	A variety of in-class learning and application activities will be used to stimulate students' learning motivation and enhance their ability to apply concepts and tools covered in class to real world scenarios. These may include discussions, case studies, quizzes, exercises, short papers, etc.	✓	✓	✓	✓	
Group Project	Students are required to work within a group (4 to 5 students) to design a CRM project plan for a real company, write a report for the project, and present the project findings in the form of oral presentation in the class.	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
In-Class Discussions & Exercises: Class activities include discussions, individual/group class exercises, and case analysis discussions.	✓	✓	✓	✓	45%	
Individual Assignments: One assignment will be given to assess students' analytical skills in analyzing CRM problems.	✓	✓	✓	✓	15%	
Group Project Report: Students need to complete a group project that can demonstrate their knowledge of CRM concepts and applications in the business world. The project report should reflect students' skills in research and writing. Peer evaluation will be conducted.	✓	✓	✓	✓	32%	
Group Project Presentation: Students need to present to the class a summary of the group project within a time limit. The presentation is designed to gauge students' communication and presentation ability as well as working effectively as a team.	✓	✓	✓	✓	8%	
Examination: NA						
					100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-Class Discussions & Exercises	1. Command of all aspects of the course, with the ability to describe concepts and applications in CRM; 2. Ability to raise question and think critically; 3. Show problem solving and case analysis skills; 4. Show attitude of team work and cooperation; and 5. Class participation	1. Show excellent command of all aspects of the course, with the ability to describe concepts and applications in CRM. 2. Demonstrate excellent ability to raise question and think critically. 3. Show excellent problem solving and case analysis skills. 4. Show wonderful attitude of team work and cooperation. 5. Attend over 90% of the classes.	1. Show good coverage of most aspects of the course, with the ability to describe main concepts and applications in CRM. 2. Demonstrate good ability to raise question and think critically. 3. Show good problem solving and case analysis skills. 4. Attend 80%-90% of the classes. 5. Active, contribute to team work keenly	1. Show fair command of all aspects of the course, with the ability to describe important concepts and applications in CRM. 2. Demonstrate acceptable ability to raise question and think critically. 3. Show acceptable problem solving and case analysis skills. 4. Attend 70%-80% of the classes. 5. Active when prompt, contribute to team work reactively.	1. Show marginal command of all aspects of the course, with the ability to describe basic concepts and applications in CRM. 2. Demonstrate marginal ability to raise question and think critically. 3. Show acceptable problem solving and case analysis skills. 4. Attend less than 70% of the classes. 5. Occasionally active when urged.	Not even reaching marginal level

2. Individual Assignments	1. Show analytic skills in solving CRM problems; and 2. Demonstrate ability in applying statistical tools to solve CRM problems	1. Show excellent analytic skills in solving CRM problems. 2. Demonstrate excellent ability in applying statistical tools to solve CRM problems.	1. Show good analytic skills in solving CRM problems. 2. Demonstrate good ability in applying statistical tools to solve CRM problems.	1. Show acceptable analytic skills in solving CRM problems. 2. Demonstrate acceptable ability in applying statistical tools to solve CRM problems.	1. Show marginal analytic skills in solving database CRM problems. 2. Demonstrate marginal ability in applying statistical tools to solve CRM problems.	Not even reaching marginal level
3. Group Project Report	1. Show excellent command of concepts and applications in CRM; 2. Demonstrate ability to apply course content in practical situations and to assess the quality of CRM applications by firms; 3. Contribute to team work; and 4. Writing skills	1. Show excellent command of concepts and applications in CRM. 2. Demonstrate excellent ability to apply course content in practical situations and to assess the quality of CRM applications by firms. 3. Enthusiastic, contribute to team work proactively.	1. Show good command of concepts and applications in CRM. 2. Demonstrate good ability to apply course content in practical situations and to assess the quality of CRM applications by firms. 3. Active, contribute to team work keenly.	1. Show acceptable command of concepts and applications in CRM. 2. Able to apply course content in practical situations and to assess the quality of CRM applications by firms. 3. Active when prompt, contribute to team work reactively.	1. Show marginal command of concepts and applications in CRM. 2. Able to apply some course content in practical situations and to assess the quality of CRM applications by firms. 3. Occasionally active when urged.	Not even reaching marginal level

		4. Excellent writing skills.	4. Good writing kills.	4. Acceptable writing skills.	4. Poor writing skills.	
4. Group Presentation	1. Show command of all aspects of the whole presented content, and thorough understanding of allocated part; 2. Demonstrate ability of interpretation and integration; 3. Evidence of original thinking with creativity; and 4. Contribute to team work in presentation session	1. Show excellent command of all aspects of the whole presented content, and thorough understanding of allocated part. 2. Demonstrate excellent ability of interpretation and integration. 3. Strong evidence of original thinking with high degree of creativity. 4. Enthusiastic, contribute to team work proactively in presentation session.	1. Show good knowledge of most aspects of the whole presented content, and deep understanding of allocated part. 2. Demonstrate good ability of interpretation and integration. 3. Good evidence of original thinking with degree of creativity. 4. Active, contribute to team work keenly in presentation session.	1. Demonstrate acceptable command of all aspects of the whole presented content, and reasonable understanding of allocated part. 2. Demonstrate fair ability of interpretation and integration. 3. Fair evidence of original thinking. 4. Active when prompt, contribute to team work reactively in presentation session.	1. Show marginal command of all aspects of the whole presented content, and basic understanding of allocated part. 2. Show marginal ability of interpretation and integration. 3. Poor evidence of original thinking. 4. Occasionally active when urged in presentation session.	Not even reaching marginal level

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. In-Class Discussions & Exercises	1. Command of all aspects of the course, with the ability to describe concepts and applications in CRM; 2. Ability to raise question and think critically; 3. Show problem solving and case analysis skills; 4. Show attitude of team work and cooperation; and 5. Class participation	1. Show excellent command of all aspects of the course, with the ability to describe concepts and applications in CRM. 2. Demonstrate excellent ability to raise question and think critically. 3. Show excellent problem solving and case analysis skills. 4. Show wonderful attitude of team work and cooperation. 5. Attend over 90% of the classes.	1. Show good coverage of most aspects of the course, with the ability to describe main concepts and applications in CRM. 2. Demonstrate good ability to raise question and think critically. 3. Show good problem solving and case analysis skills. 4. Attend 80%-90% of the classes. 5. Active, contribute to team work keenly	1. Show marginal command of all aspects of the course, with the ability to describe basic concepts and applications in CRM. 2. Demonstrate marginal ability to raise question and think critically. 3. Show acceptable problem solving and case analysis skills. 4. Attend less than 70% of the classes. 5. Occasionally active when urged.	Not even reaching marginal levels
2. Individual Assignments	1. Show analytic skills in solving CRM problems; and 2. Demonstrate ability in applying statistical tools to solve CRM problems	1. Show excellent analytic skills in solving CRM problems. 2. Demonstrate excellent ability in applying statistical tools to solve CRM problems.	1. Show good analytic skills in solving CRM problems. 2. Demonstrate good ability in applying statistical tools to solve CRM problems.	1. Show marginal analytic skills in solving database CRM problems. 2. Demonstrate marginal ability in applying statistical tools to solve CRM problems.	Not even reaching marginal levels
3. Group Project Report	1. Show excellent command of concepts and applications in CRM;	1. Show excellent command of concepts and	1. Show good command of concepts and	1. Show marginal command of concepts and	Not even reaching marginal levels

	2. Demonstrate ability to apply course content in practical situations and to assess the quality of CRM applications by firms; 3. Contribute to team work; and 4. Writing skills	applications in CRM. 2. Demonstrate excellent ability to apply course content in practical situations and to assess the quality of CRM applications by firms. 3. Enthusiastic, contribute to team work proactively. 4. Excellent writing skills.	applications in CRM. 2. Demonstrate good ability to apply course content in practical situations and to assess the quality of CRM applications by firms. 3. Active, contribute to team work keenly. 4. Good writing kills.	applications in CRM. 2. Able to apply some course content in practical situations and to assess the quality of CRM applications by firms. 3. Occasionally active when urged. 4. Poor writing skills.	
4. Group Presentation	1. Show command of all aspects of the whole presented content, and thorough understanding of allocated part; 2. Demonstrate ability of interpretation and integration; 3. Evidence of original thinking with creativity; and 4. Contribute to team work in presentation session	1. Show excellent command of all aspects of the whole presented content, and thorough understanding of allocated part. 2. Demonstrate excellent ability of interpretation and integration. 3. Strong evidence of original thinking with high degree of creativity. 4. Enthusiastic, contribute to team work proactively in presentation session.	1. Show good knowledge of most aspects of the whole presented content, and deep understanding of allocated part. 2. Demonstrate good ability of interpretation and integration. 3. Good evidence of original thinking with degree of creativity. 4. Active, contribute to team work keenly in presentation session.	1. Show marginal command of all aspects of the whole presented content, and basic understanding of allocated part. 2. Show marginal ability of interpretation and integration. 3. Poor evidence of original thinking. 4. Occasionally active when urged in presentation session.	Not even reaching marginal levels

Part III   Other Information (more details can be provided separately in the teaching plan)

1.   **Keyword Syllabus**

(An indication of the key topics of the course.)

Customer relationship management, relationship marketing, loyalty, customer life time value.

2.   **Reading List**

2.1   Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	"Customer Relationship Management: Concepts and Technologies", 2nd edition, Francis Buttle, Elsevier, 2008.
2.	(JD) "The CRM Handbook: A Business Guide to Customer Relationship Management", Jill Dyche, Addison-Wesley Professional, 2001.
3.	(JK) "Customer Relationship Management: Getting It Right", Judith W. Kincaid, Prentice-Hall 2003.
4.	SPSS Manual. SPSS Inc.

We may use other learning materials to supplement the textbooks. Those materials will be distributed in class as hand-outs.

2.2   Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Many web sites contain useful information on CRM. Three examples are: www.crmguru.com, www.destinationcrm.com, http://crm.amteam.org/, and www.crmforum.org. These sites contain information provided by industries, companies, and individuals who offer CRM and CRM products and services.

These CRM-related sites have the potential to aid you in the development of your group research paper and presentation. In addition, you are also encouraged to use these sites, and others you find interesting, to locate and bring to class examples of topics we are reading about and discussing in the classroom.