City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester B 2019/20

Part I   Course Overview

Course Title:	Customer Relationship Management
Course Code:	MKT5645
Course Duration:	Intensive Teaching Mode / 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.	Explain and characterize the major concepts and framework of customer relationship management.		✓		
2.	Analyze the key drivers using data from observations, experiences and systematic research methods for successful customer relationship management programs (DEC-related Ability).			✓	
3.	Apply the concepts and tools with other related or unrelated fields to design innovative customer relationship management program for a real company.				✓
4.	Collaborate with other classmates from diversified expertize productively in the group work; communicate and present information effectively.		✓	✓	
		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 self-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. Teaching and Learning Activities (TLAs)
(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
1. Lectures	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.	✓	✓	✓	✓	
2. 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, internet research, short papers, etc.	✓	✓	✓	✓	
3. 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%						
1. In-class Discussions & Exercises Students need to participate actively in in-class activities such as case study, discussion, and exercises designed to facilitate their understanding of knowledge taught in class.	✓	✓	✓	✓	15%	
2. Group Project Presentation Students will prepare and deliver presentations on selected CRM topics.	✓	✓	✓	✓	10%	
3. Group Project Report Students will work in groups on a project. Students are required to search information for the topics from multiple information sources to discuss and exemplify the topics.	✓	✓	✓	✓	25%	
4. Individual Quizzes Students will be assessed via quizzes their understanding of concepts learned in class, textbooks, reading materials and their ability to apply subject-related knowledge to consumer and business contexts.	✓	✓	✓		50%	
					100%	

Regulation of the Course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

5.   Assessment Rubrics

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-Class Discussions & Exercises	1.1 CAPACITY to SHOW command of aspects of the course, with the ability to describe concepts and applications in CRM	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2 ABILITY to raise question and think critically	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.3 ABILITY to SOLVE problems and ANALYZE cases	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.4 CAPACITY to SHOW attitude of team work and cooperation	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project Presentation	2.1 CAPACITY to SHOW command of aspects of the whole presented content, and understanding of allocated part	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2 ABILITY to INTERPRET and INTEGRATE the project content	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3 CAPACITY to have original thinking with creativity	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.4 CAPACITY to be enthusiastic, and CONTRIBUTE to team work in presentation session	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group Project Report	3.1 CAPACITY to SHOW command of concepts and applications in CRM	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.2 ABILITY to APPLY course content in practical situations and to ASSESS the quality of CRM applications by firms	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.3 CAPACITY to be enthusiastic, and CONTRIBUTE to team work	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.4 ABILITY to write	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Individual Quizzes	4.1 CAPACITY to SHOW analytic skills in solving CRM problems	High	Significant	Moderate	Basic	Not even reaching marginal levels
	4.2 CAPACITY to DEMONSTRATE ability in applying statistical tools to solve CRM problems	High	Significant	Moderate	Basic	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.)

Required	Managing Customer Experience and Relationships: A Strategic Framework, 3rd ed., Don Peppers and Martha Rogers, John Wiley & Sons, 2017
Optional 1	Customer Relationship Management: Concepts and Technologies, 3rd Edition by Francis Buttle and Stan Maklan, published by Routledge
Optional 2	Customer Relationship Management by V. Kumar and Werner Reinartz, published by Springer.

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

   Nil.