

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2024/25**

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 knowledge of the fundamental aspects of developing and managing customer relationships. The course will also introduce students to the concepts and tools commonly used for developing, implementing, and managing Customer Relationship Management (CRM).

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 frameworks 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 expertise 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 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.				Hours/week (if applicable)
		1	2	3	4	
Seminar	Students will engage in lecture activities and in-classroom discussions about concepts, tools and applications of CRM. Students will learn about real world CRM examples and cases to illustrate the core	✓	✓	✓	✓	

	concepts and tools.					
In-class Activities	Students will engage in a variety of in-class learning and application activities 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.	✓	✓	✓	✓	
Project Development and Delivery	Students will work on in class individual and group presentations on 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 and Exercises	✓	✓	✓	✓	15%	
Group Presentation	✓	✓	✓	✓	35%	
Individual Report and Presentation	✓	✓	✓	✓	10%	
Individual Quizzes	✓	✓	✓		40%	
Examination: 0% (duration: --- , if applicable)						
					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 and Exercises	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
	ABILITY to raise question and think critically	High	Significant	Moderate	Basic	Not even reaching marginal levels
	ABILITY to SOLVE problems and ANALYZE cases	High	Significant	Moderate	Basic	Not even reaching marginal levels
	CAPACITY to SHOW attitude of team work and cooperation	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Presentation	CAPACITY to SHOW command of concepts and applications in CRM	High	Significant	Moderate	Basic	Not even reaching marginal levels
	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
	ABILITY to INTERPRET and INTEGRATE the project content	High	Significant	Moderate	Basic	Not even reaching marginal levels
	CAPACITY to have original thinking with creativity	High	Significant	Moderate	Basic	Not even reaching marginal levels
	CAPACITY to be enthusiastic, and CONTRIBUTE to team work	High	Significant	Moderate	Basic	Not even reaching marginal levels
	CAPACITY to PRESENT and ORGANIZE information excellently in a professional manner	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Individual Report and Presentation	ABILITY to DEMONSTRATE application of key concepts, tools, and frameworks from the course to a real-world CRM example	High	Significant	Moderate	Basic	Not even reaching marginal levels
	CAPACITY to PROVIDE thorough analysis of the selected example, showcasing an in-depth understanding	High	Significant	Moderate	Basic	Not even reaching marginal levels
	CAPACITY to PRESENT and ORGANIZE information excellently in a professional manner	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Individual Quizzes	SOLID conceptual understanding of the key concepts, principles, and theories covered in the course material	High	Significant	Moderate	Basic	Not even reaching marginal levels
	CAPACITY to SHOW analytic skills in solving CRM problems	High	Significant	Moderate	Basic	Not even reaching marginal levels

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 and Exercises	CAPACITY to SHOW command of aspects of the course, with the ability to describe concepts and applications in CRM	High	Significant	Basic	Not even reaching marginal levels
	ABILITY to raise question and think critically	High	Significant	Basic	Not even reaching marginal levels
	ABILITY to SOLVE problems and ANALYZE cases	High	Significant	Basic	Not even reaching marginal levels
	CAPACITY to SHOW attitude of team work and cooperation	High	Significant	Basic	Not even reaching marginal levels
2. Group Presentation	CAPACITY to SHOW command of concepts and applications in CRM	High	Significant	Basic	Not even reaching marginal levels
	ABILITY to APPLY course content in practical situations and to ASSESS the quality of CRM applications by firms	High	Significant	Basic	Not even reaching marginal levels
	ABILITY to INTERPRET and INTEGRATE the project content	High	Significant	Basic	Not even reaching marginal levels
	CAPACITY to have original thinking with creativity	High	Significant	Basic	Not even reaching marginal levels
	CAPACITY to be enthusiastic, and CONTRIBUTE to team work	High	Significant	Basic	Not even reaching marginal levels
	CAPACITY to PRESENT and ORGANIZE information excellently in a professional manner	High	Significant	Basic	Not even reaching marginal levels
3. Individual Report and Presentation	ABILITY to DEMONSTRATE application of key concepts, tools, and frameworks from the course to a real-world CRM example	High	Significant	Basic	Not even reaching marginal levels
	CAPACITY to PROVIDE thorough analysis of the selected example, showcasing an in-depth understanding	High	Significant	Basic	Not even reaching marginal levels
	CAPACITY to PRESENT and ORGANIZE information excellently in a professional manner	High	Significant	Basic	Not even reaching marginal levels
4. Individual Quizzes	SOLID conceptual understanding of the key concepts, principles, and theories covered in the course material	High	Significant	Basic	Not even reaching marginal levels
	CAPACITY to SHOW analytic skills in solving CRM problems	High	Significant	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 lifetime value, customer retention, customer engagement

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.)

Articles, cases, academic papers readings will be recommended in the class

2.2 Additional Readings

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

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