

# MKT4610: CUSTOMER RELATIONSHIP MANAGEMENT

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## Effective Term

Semester A 2024/25

## Part I Course Overview

### Course Title

Customer Relationship Management

### Subject Code

MKT - Marketing

### Course Number

4610

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

CB2601 Marketing

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

MS4321 Customer Relationship Management with Data Mining

## Part II Course Details

### 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 programmes.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Generate creative ideas and new ways to design customer relationship management system.	x		
2	Describe the major concepts and framework of customer relationship management; analyze the key drivers for successful customer relationship management programmes.			x
3	Apply the concepts and tools covered in the course to design and implement a customer relationship management programme for a real company.		x	
4	Collaborate with other classmates productively in the group work and contribute to the team work using creative and critical thinking skills; communicate ideas and the results of their work with others.		x	

#### 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.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will gain concepts, tools and applications of CRM will be explained through lectures.	1
2	In-class activities	Students will conduct a variety of in-class learning and application activities to stimulate their learning motivation and enhance their ability to apply concepts and tools covered in class to real-world scenarios.	1, 2, 3

3	Peer Discussions	Students will work within a group to design a CRM project plan for a real company, write a report, and present the project findings as an oral presentation in the class.	2, 3, 4	
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**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
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.	1, 2, 3	15	Class activities include discussions, individual/group class exercises, experiment participations, and case analysis discussions
2 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.	2, 3, 4	25	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.
3 Group Project Presentation Students will prepare and deliver presentations on selected CRM topics.	3, 4	10	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.
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.	1, 2, 3	50	Quizzes are designed to assess the student's grasp on CRM concepts and knowledge, as well as the ability to apply them to solving business problems.

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)**

**Assessment Task**

In-Class Discussion & Exercises

**Criterion**

1. CAPACITY to SHOW command of aspects of the course, with the ability to describe concepts and applications in CRM.
2. CAPACITY to DEMONSTRATE ability to raise question and think critically.
3. CAPACITY to SHOW problem solving and case analysis skills.
4. CAPACITY to SHOW attitude of team work and cooperation.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Group Project Report

**Criterion**

1. CAPACITY to show command of concepts and applications in CRM.
2. CAPACITY to DEMONSTRATE ability to apply course content in practical situations and to assess the quality of CRM applications by firms.
3. ABILITY to contribute to team work.
4. ABILITY to write well.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

.Group Project Presentation

**Criterion**

1. CAPACITY to SHOW command of aspects of the whole presented content, and understanding of allocated part.
2. CAPACITY to demonstrate ability of interpretation and integration.
3. ABILITY to show evidence of original thinking with degree of creativity.
4. CAPACITY to be enthusiastic and contribute to team work proactively in presentation session.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Individual Quizzes

**Criterion**

1. CAPACITY to SHOW analytic skills in solving CRM problems.
2. CAPACITY to DEMONSTRATE ability in applying statistical tools to solve CRM problems.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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## Part III Other Information

### Keyword Syllabus

Customer relationship management, relationship marketing, loyalty, customer life time value, Customer orientation, Customer relations, Marketing strategy, CRM Value Chain, Customer Portfolio Analysis, Customer intimacy, Creating and Managing Networks Creating Value for Customers, Customer Lifecycle, Customer Acquisition, Customer Retention and Development.

### Reading List

#### Compulsory Readings

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

#### Additional Readings

Title	
1	Nil