

Subject Description Form

Subject Code	COMP 5538
Subject Title	Customer Relationship Management and Technology
Credit Value	3
Level	5
Pre-requisite/ Exclusion	Nil
Objectives	<p>The objectives of this subject are to enable students to:</p> <ol style="list-style-type: none"> 1. understand of the principles of the customer relationship management; 2. apply the latest ICT tools for marketing and customer relationship management; 3. design, plan and develop CRM-based business strategies and CRM projects.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a) develop a thorough understanding of the key concepts of applying customer relationship management to enable organizations to achieve sustainable competitive advantages; b) be aware of the functionalities of industry proven CRM systems; c) apply different ICT techniques and tools for the acquisition and analysis of CRM data; d) explore creative problem solving skills in formulating specific CRM implementation and management strategies with reference to the business environment of specific organizations; and e) perform with good communication and interpersonal skills in proposing and presenting appropriate implementation strategies of CRM systems.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • Introduction to CRM: Definitions of CRM, goals of CRM, e-CRM, CRM process, management issues and measurement, the value potential of customers, customer value propositions, CRM initiatives and economic impact; • CRM Information Systems: information structure and agent framework; Introduction to CRM software package (e.g. customer service, online ordering, automatic invoicing, marketing and forecasting); • CRM Strategies Planning and Project Development: Customer strategies, brand strategy, channel strategy, building CRM project foundations, needs specification and partner selection, project implementation and performance evaluation; • Customer Behavior and Analysis: Customer data acquisition, customer database development and data quality, customer buying values analysis, customer profiling and customer life value; • Knowledge-enabled CRM and technology: introduction to knowledge management, data warehouse; CRM data analysis and data mining;

	<ul style="list-style-type: none"> • E-Marketing: Four Ps in vs four Cs in Marketing; Ansoff matrix; 3Cs of Internet Marketing; e-marketing mix; • CRM in Social Media: social CRM, social networking strategies, contents development, search engine optimization. 																																			
Teaching/Learning Methodology	<p>This subject covers theories and common business practices of different aspects of CRM systems including people management, process management and technology management, customer behavior and analysis. It is intended to equip the students with knowledge on the adoption of information technologies for designing and developing customer relationship management systems.</p> <p>The teaching methodology includes theories, case studies, group discussion and project.</p> <table border="1"> <thead> <tr> <th rowspan="2">Teaching/Learning Methodology</th> <th colspan="5">Intended subject learning outcomes</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>1. Case studies</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Group discussion</td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>3. Project</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Lecture (theories)</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> </tr> </tbody> </table>	Teaching/Learning Methodology	Intended subject learning outcomes					a	b	c	d	e	1. Case studies		✓				2. Group discussion	✓				✓	3. Project		✓	✓	✓	✓	4. Lecture (theories)	✓		✓		
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Assessment Methods in Alignment with Intended Learning Outcomes	<p>Assignments, Tests, and the Final Exam are used to assess the understanding of key concepts and problem solving skills, which are covered in lectures and in some group discussions.</p> <p>The project is used to assess the practical aspects, problem solving skills, implementation skills, and communication skills.</p> <table border="1"> <thead> <tr> <th rowspan="2">Specific Assessment Methods/Tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>Assignments, Tests & Projects</td> <td>55</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Final Examination</td> <td>45</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Specific Assessment Methods/Tasks	% weighting	Intended subject learning outcomes to be assessed					a	b	c	d	e	Assignments, Tests & Projects	55	✓	✓	✓	✓	✓	Final Examination	45	✓	✓	✓	✓		Total	100							
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Student study effort expected	<p>Class Contact:</p> <table border="1"> <tr> <td>Class activities (lecture, tutorial, lab)</td> <td>39 hours</td> </tr> </table> <p>Other student study effort:</p> <table border="1"> <tr> <td>Assignments, Quizzes, Projects, Exams</td> <td>66 hours</td> </tr> <tr> <td>Total student study effort</td> <td>105 hours</td> </tr> </table>	Class activities (lecture, tutorial, lab)	39 hours	Assignments, Quizzes, Projects, Exams	66 hours	Total student study effort	105 hours																													
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Reading list and references	<p>(1) Buttle, Francis. (2009). Customer Relationship Management, Concepts and Technologies (2nd Edition). Elsevier Publishing</p> <p>(2) Paul Greenberg (2009) CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers, McGraw-Hill Osborne Media.</p>																																			

	(3) V. Kumar and Werner J. Reinhardt (2012), Customer Relationship Management: Concept, Strategy, and Tools, 2nd ed. New York, NY: Springer. ISBN: 978-3-642-20130-1.
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