CRM – Customer Relationship Management

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| Course code | *MNG244* |
| Compulsory in the programmes | *Business Management and Marketing* |
| Level of studies | *Undergraduate* |
| Number of credits and | *6 ECTS (48 contact hours + 6 consultation hours, 106 individual work hours)* |
| Course coordinator (title and name) | *Prof. Dr. Filipa Fernandes, filfer@faculty.ism.lt* |
| Prerequisites | *None* |
| Language of instruction | *English* |

**THE AIM OF THE COURSE:**

The course aims to provide the students the key concepts and methodologies for managing the customer relationship as well as key standards, technologies and systems that allow organizations to maintain, deepen and develop better relationships with their customers.

**MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS**

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| --- | --- | --- | --- |
| Course level learning outcomes (objectives) | Degree level learning objectives (Number of LO) | Assessment methods | Teaching methods |
| CLO1. Understand the strategic importance of relationship marketing in organizational management | BLO1.1. | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam | Lecture, self-study, individual and group challenges |
| CLO2. Recognize the importance of implementation of a CRM strategy in the organization of the company | BLO1.2. | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam | Lecture, problem solving, group homework, self-study |
| CLO3. Understand the concept of customer life cycle and SP model | BLO1.2.  BLO2.1. | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam | Lecture, group homework, self-study |
| CLO4. Identify the different types of CRM and practical examples in different business areas | BLO1.2. | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam | Lecture, group homework, seminar, self-study |
| CLO5. Understand the importance of relationship marketing strategies in the value creation process for the individual customer | BLO1.1. | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam | Lecture, problem solving, individual homework, self-study |
| CLO6. Learn how to plan the implementation of CRM and the role of technology | BLO3.1.  BLO3.2.  BLO4.1.  BLO4.2.  BLO4.3. | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam | Lecture, group homework, self-study |
| CLO7. Learn about the future trends in CRM | BLO1.1. | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam | Lecture, Group homework, self-study |

**ACADEMIC HONESTY AND INTEGRITY**

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

**COURSE OUTLINE**

| **date**  **Time** | **Topic** | ***Class Hours*** | | **Readings** |
| --- | --- | --- | --- | --- |
| ***Lecture*** | ***Seminar*** |
| 02.05.23  Sessions 1,2 | **Introduction to the Course**. Course requirements and procedures. Individual tasks and team work. Reporting requirements. Overview of tasks for assignments. | 1 |  |  |
| **CRM origins and evolution;** Diagnosing CRM level in a company and the IDIC model  **Challenge of the Day** | 1 | 1 | Recommended bibliography + classroom articles |
| 03.05.23  Sessions 3,4 | **Briefing on client:** Identifying and differentiating customers;  **Segmentation:** techniques, models and cases**;**  **Challenge of the Day** | 1 | 2 | Recommended bibliography + classroom articles |
| 09.05.23  SessionS  5,6,7,8 | **Interacting with the customer and the role of social media:** integrated and omnichannel strategies  **Benchmarking CRM practices across industries** | 3 | 3 | Recommended bibliography + classroom articles |
| 10.05.23  Sessions  9,10,11,12 | **Privacy, permission marketing and mass customization**  **Measuring success and campaign analysis**  **Introduction to the Group Work** | 3 | 3 | Recommended bibliography + classroom articles |
| 11.05.23  Sessions 13,14,15,16 | **Company CRM diagnosis: i**ncluding business plan and practical examples.  **Challenge of the Day** | 3 | 3 | Recommended bibliography + classroom articles |
| 12.03.23  Sessions  17,18,19,20 | **EXAM**  **Customer analytics - deriving value**  **Organizing, managing and setting the future of the profitable customer-strategy enterprise**  **Challenge of the Day** | 4 | 2 | Recommended bibliography + classroom articles |
| 16.05.23  Sessions  21,22 | **Company CRM Plan Evaluation + LTV approach proposal**  **Main trends in CRM:** Future developments, Partner Relationship Management, Citizen Relationship Management, Social CR**M** | 1 | 2 | Recommended bibliography + classroom articles |
| 17.05.23  Sessions  23,24 | **Group Work Presentations and Open discussion** | 1 | 2 |  |
|  |  |  |  |  |
| **CONSULTATIONS** |  | 12 | |  |
|  | | | | |
|  | **Total** | **48 hours** | |  |

**FINAL GRADE COMPOSITION**

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| --- | --- |
| **Type of assignment** | **%** |
| *Group Components 45%* |  |
| Group Work Report and Oral Presentation | 45% |
|  |  |
| *Individual Components 55%* |  |
| Exam | 30% |
| Class Participation and Challenges | 25% |
| **Total:** | **100** |

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

*(Provide short descriptions and grading criteria of each assignment)*

Group Components:

Group Work Report and Oral Presentation – Working in teams is a common part of the business environment and the objective of this Group Work Report and presentation is to challenge the students to solve a situation applied to a real company and present it like they were presenting to a Board of a Company.

Individual Components:

* Exam - educational assessment intended to measure the student knowledge´s and skills.
* Class Participation and Challenges – Class participation and small practical exercises to generate engaging and faster learning of the subjects

**RETAKE POLICY**

Students who receive a failing final grade shall have the right to re-take the exam, which will comprise 30% of the final grade and cover all topics of the course. Final exam result will be annulled.

**REQUIRED READINGS**

Peppers, Don & Rogers, Martha (2012): Managing Customer Relationships: A Strategic Framework, 2nd Edition (Wiley), ISBN:978-0470423479

**ADDITIONAL READINGS**

Buttle, Francis & Maklan, Stan (2019): Customer Relationship Management - Concepts and Technologies, 4th Edition (Routledge), ISBN: 978-1138236813

Rogers, David (2013): The Network is Your Customer (Yale University Press), ISBN: 978-0300188295

**ANNEX**

**DEGREE LEVEL LEARNING OBJECTIVES**

**Learning objectives for the Bachelor of Business Management**

*Programmes:*

*International Business and Communication,*

*Business Management and Marketing,*

*Finance,*

*Industrial Technology Management,*

*Entrepreneurship and Innovation*

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| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | BLO1.1. Students will be able to understand core concepts and methods in the business disciplines |
| BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions |
| Students will be socially responsible in their related discipline | BLO2.1. Students will be knowledgeable about ethics and social responsibility |
| Students will be technology agile | BLO3.1. Students will demonstrate proficiency in common business software packages |
| BLO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| BLO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| BLO4.3. Students will be able to convey their ideas effectively in a written paper |