



CRM – Customer Relationship Management

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

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

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.	Lectures, Challenges, Class Participation, Group Work, Seminars,	Lecture, group homework, self-study

	BLO4.1. BLO4.2. BLO4.3.	Exam	
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

DATE TIME	TOPIC	Class Hours		READINGS
		Lecture	Seminar	
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: including business plan and practical examples. Challenge of the Day	3	3	Recommended bibliography + classroom articles



DATE TIME	TOPIC	Class Hours		READINGS
		Lecture	Seminar	
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 CRM	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

Type of assignment	%
<i>Group Components 45%</i>	
Group Work Report and Oral Presentation	45%
<i>Individual Components 55%</i>	
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

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

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