

# **CUSTOMER RELATIONSHIP MANAGEMENT**

## **Course Syllabus**

### **1. General Information**

Course name: Customer Relationship Management

Course code: MAR

Number of credits: 2

Faculty: Marketing Department

Instructors:

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### **2. Objectives**

Many firms recognize the importance of establishing and sustaining mutually beneficial relationships with customers, and have developed customer relationship management (CRM) strategies. In this course, students can understand the organizational need, benefits and process of creating long-term value for individual customers and also critically analyze an organization's relational strategies with stakeholder groups that affect how well it meets customer needs.

#### **Abstract**

Customer Relationship management is very important in this era of cutthroat competition. This course will help students to understand the organizational need, benefits and process of creating long-term value for individual customers. This course includes topics to disseminate knowledge regarding the concept of CRM and CRM technologies that enables the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations. This course also provides knowledge about customer service activities, the process of choosing a customer relationship management strategy, and other specific business tasks such as conflict management and maintenance, customer satisfaction, evaluate and adjust management strategy.

#### **Teaching and learning methods**

Lectures: 24h

In class discussion & practice: 6h

### **3. Prerequisites**

Principles of marketing, Strategic Marketing, Business Information Systems

### **4. Learning Outcomes**

Upon successfully completing this course, a student will be able to do the following:

1. Understand the basic concepts of customer relationship management
2. Understand marketing aspects of customer relationship management
3. Understand basics of analytical customer relationship management
4. Understand basics of operational customer relationship management

## 5. Assessment Criteria

<b>Learning outcomes On successful completion of this unit a student will:</b>	<b>Assessment criteria for pass The student can:</b>
1. Understand the basic concepts of customer relationship management	<ul style="list-style-type: none"><li>- Understand the customer–supplier relationships</li><li>- Understand the strategy and organization of CRM</li><li>- Describe the definition of CRM</li><li>- Describe the nature and context of CRM and its elements</li><li>- Describe CRM as a business strategy</li></ul>
2. Understand marketing aspects of customer relationship management	<ul style="list-style-type: none"><li>- Understand the value of customer knowledge</li><li>- Describe the utilization of data as an asset</li><li>- Describe customization, individualization of the product offering, individualized pricing policy</li></ul>
3. Understand basics of analytical customer relationship management	<ul style="list-style-type: none"><li>- Understand the importance of relationship data management</li><li>- Understand the importance of extension customer’s database</li><li>- Describe the relationship data used to identify a customer</li><li>- Describe customer data analysis process</li></ul>
4. Understand basics of operational customer relationship management	<ul style="list-style-type: none"><li>- Understand CRM’s implementation</li><li>- Understand basic phases of CRM project management</li><li>- Describe CRM systems</li></ul>

## 6. Outlines

### PART 1 INTRODUCTION

#### ▪ Chapter 1 Introduction of customer relationship management

##### 1.1 Description of customer–supplier relationships

- 1.2 The dynamic in relationships
- 1.3 The definition of CRM
- 1.4 Entrance, applications and success of CRM
- 1.5 The nature of the CRM strategy
- 1.6 The context of the CRM strategy
- 1.7 The results of a successful CRM strategy

## **PART 2 MARKETING ASPECTS OF CRM**

- **Chapter 2 Customer knowledge strategy**

- 2.1 The value of customer knowledge
- 2.2 The utilization of data as an asset
- 2.3 From data to customer knowledge

- **Chapter 3 Customer proposition**

- 3.1 Individualization of the product offering
- 3.2 Individualized pricing policy

## **PART 3 ANALYTICAL CRM**

- **Chapter 4 Relationship data management**

- 4.1 Customer identification
- 4.2 Expanding the size of the customer database
- 4.3 Data analysis process

- **Chapter 5 Marketing performance and customer valuation**

- 5.1 Evaluating the effect of marketing activities on the customer value
- 5.2 Relating marketing investments to life-time value

## **PART 4 OPERATIONAL CRM**

- **Chapter 6 CRM systems**

- 6.1 An overview of CRM systems
- 6.2 Call center management
- 6.3 Contact management
- 6.4 Campaign management systems

- **Chapter 7 Implementation of CRM systems**

- 7.1 Introduction
- 7.2 CRM implementation project management

## **Required Textbooks**

Peelen, E., and Beltman, R. (2013), *Customer relationship management, 2nd edition*, Pearson

### Suggested Textbooks

#### 7. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	<b>Chapter 1 Introduction of customer relationship management</b>	<ul style="list-style-type: none"> <li>Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria</li> <li>Description of customer–supplier relationships</li> <li>The dynamic in relationships</li> <li>The definition of CRM</li> <li>Core elements of CRM</li> </ul> <p><u>Suggested Activity:</u> Discuss “The different between customer-supplier relationship and transactional relationship”</p>	<p>Before class:</p> <p>Reading course syllabus</p> <p>Reading chapter 1 <i>Customer – supplier relationships</i> pp 5-26</p> <p>chapter 2 <i>Customer relationship management</i> pp 32-40</p>
2	<b>Chapter 1 Introduction of customer relationship management (cont.)</b>	<ul style="list-style-type: none"> <li>Core elements of CRM (<i>cont.</i>)</li> <li>CRM and business strategy</li> <li>Entrance, applications and success of CRM</li> </ul> <p><u>Suggested Activity:</u> Discuss “the importance of CRM in business”</p>	<p>Before class:</p> <p>Reading chapter 2 <i>Customer relationship management</i> pp 32-40</p>
3	<b>Chapter 1 Introduction of customer relationship management (cont.)</b>	<ul style="list-style-type: none"> <li>The nature of the CRM strategy</li> <li>The context of the CRM strategy</li> <li>The results of a successful CRM strategy</li> </ul> <p><u>Suggested Activity:</u></p>	<p>Before class:</p> <p>Reading chapter 2 <i>Customer relationship management</i> pp 32-40</p>
4	<b>Chapter 2 Customer knowledge strategy</b>	<ul style="list-style-type: none"> <li>The value of customer knowledge</li> <li>The utilization of data as an asset</li> <li>From data to customer knowledge</li> </ul> <p><u>Suggested Activity:</u> Case study: Starbucks in US and answer questions</p>	<p>Before class:</p> <p>Reading Chapter 3 <i>CRM as an integral business strategy</i> pp 50-59</p> <p>Chapter 5 <i>Customer knowledge strategy</i> pp 94-107</p> <p>After class: Do task on 1<sup>st</sup> group assignment</p>

Slot	Main contents	Specific contents and activities	Student's tasks
5	<b>Chapter 3 Customer proposition</b>	<ul style="list-style-type: none"> <li>• Individualization of the product offering</li> <li>• Individualized pricing policy</li> </ul> <p><u>Suggested Activity:</u> 1<sup>st</sup> group assignment present and debate 02 or 03 teams will be selected to present and other team will need to question the presenting group and challenge them on the answers given to the case</p>	<p>Before class: Submit 1<sup>st</sup> group assignment</p> <p>Reading Chapter 11 <i>Customer proposition</i> pp 204, 213-225</p>
6	<b>Chapter 4 Relationship data management</b>	<ul style="list-style-type: none"> <li>• Customer identification</li> <li>• Expanding the size of the customer database</li> </ul> <p><u>Suggested Activity:</u> Choose an organization of which you are a customer. -Describe yourself as a customer and provide concrete information on which data must be registered in order to be able to describe you as a customer.</p>	<p>Before class: Reading Chapter 6 <i>Customer data management</i> pp 118-130</p>
7	<b>Chapter 4 Relationship data management (cont.)</b>	<ul style="list-style-type: none"> <li>• Customer profiling</li> <li>• Customer data integration</li> <li>• Data analysis process</li> </ul> <p><u>Suggested Activity:</u> The traditional shopkeeper who still maintains personal contact with their customers is considered to have more (implicit) knowledge of their customers than the CRM manager with expensive software and databases at their disposal. (a) Do you agree with this statement? Substantiate your answer (b) In what areas does the (implicit) customer knowledge fall short? Give an explanation</p>	<p>Before class: Reading Chapter 6 &amp; 7 <i>Customer data management</i> pp 118-130 <i>Customer data management</i> pp 118-130 <i>Data analyses and data mining</i> pp 137-144</p>

Slot	Main contents	Specific contents and activities	Student's tasks
8	<b>Midterm Exam</b> <b>Group assignment tutorial</b>	Written exam in 60 mins Guideline on group assignment	
9	<b>Chapter 5</b> <b>Marketing performance and customer valuation</b>	<ul style="list-style-type: none"> <li>Marketing performance</li> <li>Evaluating the effect of marketing activities on the customer value</li> <li>Relating marketing investments to life-time value</li> </ul> <u>Suggested Activity:</u> 2nd group assignment Case study "Carglass wins CRM award"	Before class: Reading Chapter 10 <i>Management reporting</i> pp179-190  After class: do task on 2 <sup>nd</sup> group assignment
10	<b>Chapter 5</b> <b>Marketing performance and customer valuation (cont.)</b>	<ul style="list-style-type: none"> <li>Relating marketing investments to life-time value</li> <li>Optimal allocation of resources to relationship marketing activities</li> </ul> <u>Suggested Activity:</u> 2 <sup>nd</sup> group assignment present and debate 02 or 03 teams will be selected to present and other team will need to question the presenting group and challenge them on the answers given to the case	Before class: Reading Chapter 10 <i>Management reporting</i> pp179-190  Summit 2 <sup>nd</sup> group assignment
11	<b>Chapter 6 CRM systems</b>	<ul style="list-style-type: none"> <li>An overview of CRM systems</li> <li>The contact centre</li> </ul> <u>Suggested Activity:</u> 2 <sup>nd</sup> group assignment present and debate 02 or 03 team will be selected to present and other team will need to question the presenting group and challenge them on the answers given to the case	Before class: Summit 2 <sup>nd</sup> group assignment Reading Chapter 16 <i>Contact center management</i> Reading Chapter 17 <i>CRM systems</i> pp 297-319
12	<b>Chapter 6 CRM systems (cont.)</b>	<ul style="list-style-type: none"> <li>Campaign management systems</li> <li>Content management system</li> </ul> <u>Suggested Activity:</u>	Before class: Reading Chapter 17 <i>CRM systems</i> pp 297-319
13	<b>Chapter 7</b> <b>Implementation of CRM systems</b>	<ul style="list-style-type: none"> <li>The reasons of failure of CRM systems implementation</li> <li>CRM project management</li> </ul> <u>Suggested Activity:</u> 3 <sup>rd</sup> group assignment: CRM software free trial	Before class: Reading Chapter 17 <i>CRM systems</i> pp 297-319  After class: do task on 3 <sup>rd</sup>

Slot	Main contents	Specific contents and activities	Student's tasks
			group assignment
14	<b>Oral presentation</b>	<ul style="list-style-type: none"> <li>Oral presentation of group research project by groups of students</li> <li>Q&amp;A on each project</li> </ul> Each oral presentation must not be longer than 15 minutes	Before class: -Submitting a 3 <sup>rd</sup> group report -Preparing and submitting slides for oral presentation
15	<b>General review and discussion</b>	Give a general review of the course's contents and discussion	

## 8. Grading Policy

	Assignment	Importance
1	Class participation	10%
2	Group assignment	25%
3	Midterm exam (individual)	15%
4	Final exam (individual)	50%

### Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

### Group Assignment

- The group assignment will be done in assigned groups of 4 or 5 students. Students are expected to effectively communicate their ideas and opinions in class using case studies. There are two kind of group assignment:
- Case study: Each group need to study a case study and answer related questions. After submit the assignment, in class's activity, two or three group will be selected who will need to make a presentation on that case study. The other groups will need to question the presenting group and challenge them on the answers given to the case.
- CRM software free trial: Each group will select 01 Free CRM software application: AMIS CRM, Freshworks CRM, Method CRM, Zoho CRM, Hubspot, Capsule CRM, Insightly CRM and analyze the feature, technologies, strength, weakness, data collecting method, data analysis process and evaluate as marketing aspects of CRM

### Midterm exam

The Midterm exam contains parts that include short answers but typically also contain longer analytical essays based on a short case. Midterm exam should test analytical,

evaluation, and theory application knowledge. This exam will not merely test students' ability to recall information or basic concepts, but will aim at higher-order abilities to apply concepts and theories to unfamiliar cases with the help of case studies or analytical essays under time pressure

### **Final exam**

The final exam consists of from two to three essay questions that might be related to any topic related to CRM in the course. The final exam contains parts that include short answers but typically also contain longer analytical essays based on a short case. Final exam should test analytical, evaluation, and theory application knowledge. This exam will not merely test students' ability to recall information or basic concepts, but will aim at higher-order abilities to apply concepts and theories to unfamiliar cases with the help of case studies or analytical essays under time pressure