MKTG7014

Managing Customer Relationships

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

Contents

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General Information

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Monday 1-2pm

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Credit points
10

Prerequisites
Admission to MRes

Corequisites

Co-badged status

Unit description
The increasingly globalised and competitive market environment, together with technological disruption, has led to a shift of market power from organisations to customers. Maintaining profit and market share in this environment has necessitated organisations adopting strategies that place greater emphasis on customers and developing relationships with them. In this unit, students will apply knowledge to develop strategies supporting the initiation, maintenance and progression of relationships with customers. Further, students will learn to compare and contrast potential CRM strategies available to organisations operating in diverse contexts. Students will also learn to critically analyse organisations' CRM technologies and systems and provide suggestions for improvements.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Develop strategies supporting the initiation, maintenance and progression of relationships with customers

ULO2: Critique the operationalisation and use of CRM strategies in diverse contexts

ULO3: Justify, both as individuals and in groups, firms' use of CRM technologies and systems and recommend best-practice approaches

ULO4: Synthesise CRM-relevant literature streams and conduct a research project focused on contemporary CRM issues

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult iLearn for revised unit information.

Find out more about the Coronavirus (COVID-19) and potential impacts on staff and students

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

This unit is delivered on campus through weekly 3-hour seminars. The seminars comprise lectures, case studies and other interactive learning activities.

Prescribed Text: Francis Buttle and Stan Maklan (2019) **"**Customer Relationship Management – Concepts and Technologies" (4th ed) Routledge - Print ISBN: 9781138498259, 1138498254; eText ISBN: 9781351016537, 1351016539

Recommended Journal Articles:

Ascarza, E., Ebbes, P., Netzer, O., & Danielson, M. (2017). Beyond the Target Customer: Social

Effects of Customer Relationship Management Campaigns. Journal of Marketing Research, 54(3), 347-363.

Foltean, F., Trif, S., & Tuleu, D. (2018). Customer relationship management capabilities and social media technology use: Consequences on firm performance. *Journal of Business Research,* Journal of Business Research, 11/2018.

Frow, P, Payne, A, Wilkinson, IF & Young, L (2011). Customer management and CRM: addressing the dark side. *Journal of Services Marketing*, 25(2), 79-89.

Jafari Navimipour, N., & Soltani, Z. (2016). The impact of cost, technology acceptance and employees' satisfaction on the effectiveness of the electronic customer relationship management systems. Computers in Human Behavior, 55, 1052-1066.

Maklan, S, Peppard, J & Klaus, P (2015). Show me the money: Improving our understanding of how organizations generate return from technology-led marketing change. *European Journal of Marketing*, 49(3-4), 561-95.

Ritter, T., & Geersbro, J. (2018). Multidexterity in customer relationship management: Managerial implications and a research agenda. Industrial Marketing Management, 69, 74-79.

Thakur, R., & Workman, L. (2016). Customer portfolio management (CPM) for improved customer relationship management (CRM): Are your customers platinum, gold, silver, or bronze? Journal of Business Research, 69(10), 4095-4102.

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult iLearn for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Refer to i-learn for Unit Schedule

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy

- Fitness to Practice Procedure

- Grade Appeal Policy

- Complaint Management Procedure for Students and Members of the Public

- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- Getting help with your assignment

- Workshops

- StudyWise

- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides

- Ask a Librarian

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Changes from Previous Offering

The changes from the previous offering are mainly in assessment as below;

The class test assessment in week 5 (20%) has been removed and replaced by a multi-media presentation in Week 4 (30%)

The case study report in Week 13 (40%) has been replaced by 4 in-class case studies (30%). Students will be assessed on their oral contribution to class discussion on these case studies (best 3 out of 4 marks will count)