MKTG308

Customer Relationship Management

S1 Day 2018

Archive (Pre-2019) - Dept of Marketing and Management

Contents

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General Information

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Credit points
3

Prerequisites
(STAT150 or STAT170 or STAT171 or PSY122) and 6cp at 200 level including (MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213)

Corequisites

Co-badged status

Unit description

Conventional marketing theory and corporate mission statements lead us to believe that today's organisations should understand and serve customers well. The reality of our experiences as customers is often quite different; conflicting goals, the interests of stakeholders, and even traditional management theory all conspire to ensure that customers are left wondering why they "can't get no satisfaction" (Mick Jagger, 1965). In this unit we explore what customer relationship management (CRM) is really about, and present a proven, managerially-relevant approach to succeeding with CRM programs. CRM normally requires software implementation, but more importantly it involves the alignment of strategy, people, processes and information technology with a strategic focus on customers in order to succeed. Key topics include: customer strategies; customer value; loyalty; experience; life cycle management; sales force automation; marketing automation; service automation; customer profitability; benchmarking; and program implementation. The project in this unit allows students to conduct some simple research based on experience with various organisations.

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:

Understand the need to consider CRM as an enterprise wide strategic program that requires management of organisational culture and competencies, business processes and technology.

Understand the critical need to place the customer and their experience with the organisation at the centre of an organisations focus when implementing CRM.

Understand, reconcile and integrate core marketing disciplines and customer relationship management principles.

Understand the critical role of group processes and synergies in determining the quality of group project output and overall learning outcomes

Assessment Tasks

Name	Weighting	Hurdle	Due
Assessed Coursework	10%	No	In Tutorials
Class Tests	20%	No	Weeks 7, 11

Name	Weighting	Hurdle	Due
CRM Group Project	40%	No	Week 12, Final Exam
Final Examination	30%	No	Formal Examination Period

Assessed Coursework

Due: **In Tutorials**
Weighting: **10%**

- Two (2) sets of tutorial questions will be collected over the course of the semester
- There will be several tutorials questions assigned for each week's tutorial (other than those tutorials with a class test). Students are expected to provide written answers to all these tutorial questions and have them available for collection in their tutorial class.
- Twice during the semester (weeks selected by your tutor at random), the tutor will collect the answers to the tutorial questions for marking.
- Students need to hand in the answers to the tutor at the designated tutorial in person and submission by email even before the tutorial will not be accepted other than in exceptional circumstances. During the tutorials were tutorial questions are collected, in particular, students need to exhibit adequate participation in tutorial discussion to be eligible for the assessed coursework component marks.
- There will also be no provision for students to hand in their answers to their tutor or other staff member after completion of the tutorial (unless special permission has been sought and granted before the tutorial).

On successful completion you will be able to:
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Class Tests

Due: **Weeks 7, 11**
Weighting: **20%**

- Duration for each Class Test is 45 mins - held during tutorials (Weeks 7 and 11)

- Each Class Test will comprise of 20 multiple choice questions + 4 short answer questions
- The Class Tests are closed book.
- Questions will be based on the lectures indicated in the Class Schedule above
- Students must attend the tutorial in which they are enrolled. Failure to do so will lead to zero marks for that Class Test.
- **Note:** Each Class Test will be worth 10% of the raw assessment total mark.
- There will be no provision for re-sits of the class tests. If a student misses the class test they will score zero unless they have applied for special consideration

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CRM Group Project

Due: **Week 12, Final Exam**
Weighting: **40%**

The components of the group project will be assessed on both *individual student* and *group responses*. The assessment weighting for both individual and group components will be 20% of total assessment marks in this unit.

For the group component; This will be a Project Report worth 20% of the total assessment marks due online on **Wednesday, 30th May** by 11pm.

For the individual component: The individual component will be assessed within the Final Examination of the unit in the formal examination period at the end of semester. This component will be worth 20% of total assessment marks in the unit.

Component 1: Group Project Report (20%): - *Assessed as Group*

Aim: This Project seeks to research the development and implementation of CRM used by an organisation to maintain or develop customer relationship stratgy. Potential areas to be analysed may include customer acquisition, retention and development, improving customer experience and customer engagement.

The group Project report is due in week 12 (11pm, Wednesday May 30th) via Turnitin.

No extensions will be granted. 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 (for example, 25 hours late in submission - 20% penalty. The penalty does not apply for cases in which an application for special consideration is made and approved. No submissions will be accepted after solutions have peen posted.

A cover sheet must be attached with the names and SIDs of all participating students in the group. In addition, students will be required to undertake a peer review of the contribution of their group members to the group report. In general, all students in the group will receive the group mark however, for individual students adjustments to the group mark may be made based on the submitted peer reviews and/or other relevant evidence.

General Approach:

Students will work in groups to research, analyse and potentially develop relevant CRM components for a provided organisation.

More detail on the general nature of the report is provided below but more specific detail on the nature of the research and the submission of the report will be given by week 3 of the semester.

Group Formation and Rules:

Students will form groups of 4 or 5 within their enrolled tutorial group. It will not be possible to form groups containing members from different tutorials. Group formation will be take place in tutorials in week 2 and should be finalised by week 4. You must register your group with your tutor by the end of week 4. You will also need to register a group leader including the contact details of the group leader with your tutor. Groups must be finalised by the end of week 4 and no changes to groups will be allowed after this time except in extreme circumstances. After week 4 your group will be allocated a group number. This group number should appear on your group report submission.

Apart from where directed, any intra-group allocation of tasks must be sorted within the group. Working with other groups on this Report can be beneficial, however students should ensure that all work reported is the work of the group. There will be heavy penalties for plagiarism (zero marks for this assessment component at a minimum).

Component 2: Final Examination (20%): *Assessed as Individual*

The group project will also be assessed with several short answer/essay questions during the Final Examination. The short/answer essay questions will examine each individual student's understanding of the key CRM related elements, analysis and findings of the group project. This group project questions will be a compulsory component of the Final Examination. The other requirements and conditions will be identical to the conditions outlined in the Final Examination section below.

If a student misses the Final Examination or feels that their performance was impacted by events or circumstances they should apply for special consideration. Please see the University Policy regarding special consideration for more detail.

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- Understand the critical role of group processes and synergies in determining the quality of group project output and overall learning outcomes

Final Examination

Due: **Formal Examination Period**
Weighting: **30%**

- The duration of the exam is 3 hour plus 10 minutes held during the exam period.
- There will be two parts to the Final Examination
- Part 1 of the Final Examination will be short answer/essay style questions (possibly incorporating several parts) on the group project. There will be no choice in this section. This section will be worth 20% of the total marks in the unit and will be added to the group project assessment marks (see above for explanation).
- Part 2 will require students to answer 4 short essay type questions from a choice of 6 questions provided. This section will cover all materials in the unit including lectures, tutorials and all assessments. This section will be worth 30% of the total marks in the unit.
- The Final Examination is closed book.
- No calculators or dictionaries will be allowed.
- If a student misses the final examination or feels that their performance was impacted by events or circumstances they should apply for special consideration. Please see the University Policy regarding special consideration for more detail.

On successful completion you will be able to:

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management principles.

Delivery and Resources

Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.

The timetable for the unit can be found using the following link: https://timetables.mq.edu.au/2018/

Once groups for the project have been formed, students cannot change groups or the composition of their group unless in extreme circumstances.

Attendance will be taken in the tutorials. You must attend at least 7 of the 11 tutorials – failure to do so will lead to you not receiving the mark awarded to your group for your group-work project.

Prescribed Text – Required Reading

Buttle, F. and Maklan S. (2015). **Customer Relationship Management: Concepts and Technologies. 3rd Edition.** Oxford: Elsevier Butterworth-Heinemann.
ISBN: 978-1-13-878983-8

Unit Webpage

The web page for this unit can be found at: https://ilearn.mq.edu.au. If you are having trouble logging in to the *ilearn* facility or other *ilearn* related difficulties please use request assistance using the provided links on the *iLearn* webpage.

Requirements to Pass this Unit

In order to pass this unit, students need to achieve an overall mark of at least 50%. There are no other hurdle requirements.

Unit Schedule

		Class Schedule 2018		
No	**Date**	**Title/Lecture Content**	**Tutorial Activity/ Other**	**Text Ch.**
1.	26 Feb	Introduction, CRM overview, CRM History		1
2.	5 Mar	**Relationships 1 - Introduction** Understanding Relationships, Bilateral Relationship Theories, Multilateral Relationship Models for the Organisation	**Introduction** *Form Project Groups*	2

3.	12 Mar	**Relationships 2 - Customer Value 1** Needs/Wants, Value, Customer Value Propositions, Segments, Experiences	<u>R1</u> – Relationship Theories	6, 7
4.	19 Mar	**Relationships 3** – **Customer Value 2** Customer Satisfaction, Loyalty, Trust, Commitment, Satisfaction/Profit chain	<u>R2</u> – Customer Value, Experiences **Group Registration Finalised**	2, References
5.	26 Mar	**Relationships 4** – **Establishing Relationships** CLV, Activity Costing, Non-monetary Relationship Value, Portfolios, Acquisition	<u>R3</u> – Customer Satisfaction, Loyalty	2, 3, 5
6.	2 Apr	**No Lecture or Tutorial (Easter Monday)**		
7.	9 Apr	**Relationships 5** – **Progressing Relationships** Customer Engagement, Retention, Development and Termination of Relationships	**Class Test 1** (Covers Lectures 1-4)	4
		MID SEMESTER BREAK		
8.	30 April	**Managing CRM 1** – **Organisational Issues** Philosophy, Structures, Virtual Organisations, Key Account Management	<u>R4, R5</u> – Customer Retention and Development	13
9.	7 May	**Managing CRM 2** – **Other Relationships** Networks, Suppliers, Employees	**Man CRM 1** – Organisational Issues	13
10.	14 May	**Managing CRM 3** –**CRM Technology (General)** Information Technology, Information Systems, Multi-Channels, Integration, Artificial Intelligence	**Man CRM 2** – Other Relationships	11
11.	21 May	**Managing CRM 4** –**CRM Technology (Processes)** Automation - Marketing, Service, Sales, Machine Learning, Data Mining	**Class Test 2** (Covers Lectures 5 - 8)	8, 9, 10
12.	28 May	**Managing CRM 5** – **CRM Technology (Analytics)** Analytics, Social Media, CRM benchmarking, Planning, Implementation & Measurement	**Man CRM 3, 4** – Information Technology, Automation **Group Project Report Due: Wed, 30 May 11pm**	12, 14, 15

| 13. | | 4 Jun | *Revision* | | **Man CRM 5, 6** – Databases, Analytics, Social Media | |

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.)*

Undergraduate 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 shown in *iLearn*, 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.

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 improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

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

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.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Understand the need to consider CRM as an enterprise wide strategic program that requires management of organisational culture and competencies, business processes and technology.

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Assessment tasks

- Assessed Coursework
- Class Tests
- CRM Group Project
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

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Assessment tasks

- Assessed Coursework
- CRM Group Project
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Understand the need to consider CRM as an enterprise wide strategic program that requires management of organisational culture and competencies, business processes and technology.
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Assessment tasks

- CRM Group Project
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Understand the critical need to place the customer and their experience with the organisation at the centre of an organisations focus when implementing CRM.
- Understand, reconcile and integrate core marketing disciplines and customer relationship management principles.
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Assessment tasks

- Assessed Coursework
- Class Tests
- CRM Group Project
- Final Examination

Changes from Previous Offering

The main change is with regards to the individual component of the group project (20% of the total marks in the unit). In S1, 17 for the individual component of the group project there was a class presentation worth 5% with a further 15% of an individual student's group project marks assessed by short answer/essay questions in the final examination.

For S1, 18 all of the individual component of the group project component (20% of total marks in the unit) will be assessed by short answer/essay questions in the final examination.

Global Contexts & Sustainability

- This unit teaches Customer Relationship Management (CRM) principles that can be applied in a global context.
- Sustainability issues are embedded in our discussions of equity, privacy and ethics throughout the progress of this unit

Research and Practice

- This unit gives you practice in applying research findings in the areas of customer

relationship management, customer experience and customer satisfaction in your assignments

- This unit gives you opportunities to conduct your own research
- This unit will also rely on research papers and articles from current books, journals and other relevant magazines such as the Journal of Marketing Management, the Journal of Consumer Behaviour, the Journal of Marketing and the Journal of Customer Satisfaction/ Dissatisfaction and Complaining Behaviour.