# MKTG308

# Customer Relationship Management

S1 Day 2019

*Department of Marketing*

# Contents

# General Information

Unit convenor and teaching staff
Unit Convenor
Con Korkofingas
con.korkofingas@mq.edu.au
4ER (E4A) 629
Thursday 12 - 1 pm

Mehdi Azam
mehdi.azam@mq.edu.au

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
Implementation of Customer Relationship Management (CRM) has become an increasingly relevant strategic option for organisations to attract, retain and develop customers. Such implementation necessarily involves deployment of relevant software but more crucially involves a customer-oriented alignment of organisational strategy, people, processes and information technology. This unit develops students' knowledge of the concepts, principles and processes that underpin CRM. Students learn about the value of developing relationships with customers and how to analyse and evaluate the value of these relationships to the long-term success of any business. The unit examines practical issues involved in implementing and managing CRM within organisations and how potential implementation problems can be overcome.

## 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:

Describe and analyse relevant relationship theories and consumer behaviour relevant to Customer Relationship Management (CRM)

Critically analyse the options available to organisations for evaluating customer value to the organisation and related customer strategies

Evaluate the organisation's overall CRM, over different time horizons, by assessing the alignment of the organisation's management of organisational culture and competencies, business processes and technology

# Assessment Tasks

| Name | Weighting | Hurdle | Due |
|------|-----------|--------|-----|
| Assessed Coursework | 10% | No | In Tutorials |
| Class Tests | 20% | No | Weeks 7, 10 |
| CRM Report | 30% | No | Week 12 |
| Final Examination | 40% | 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
- Twice during the semester (weeks selected by your tutor at random), the tutor will collect the answers to the tutorial questions for marking.

On successful completion you will be able to:
- Describe and analyse relevant relationship theories and consumer behaviour relevant to Customer Relationship Management (CRM)
- Critically analyse the options available to organisations for evaluating customer value to the organisation and related customer strategies

## Class Tests

Due: **Weeks 7, 10**
Weighting: **20%**

- Two class tests (45 mins) held during tutorials (Weeks 7 and 11)
- Each class test will be worth 10% of the raw assessment total mark.

On successful completion you will be able to:
- Describe and analyse relevant relationship theories and consumer behaviour relevant to Customer Relationship Management (CRM)
- Critically analyse the options available to organisations for evaluating customer value to the organisation and related customer strategies

# CRM Report

Due: **Week 12**
Weighting: **30%**

- The group project will be assessed on *individual student responses* to a set of group tasks.
- There will be a project report, submitted by each individual student, worth 30% of the total assessment marks due online in Week 12.

On successful completion you will be able to:
- Evaluate the organisation's overall CRM, over different time horizons, by assessing the alignment of the organisation's management of organisational culture and competencies, business processes and technology

# Final Examination

Due: **Formal Examination Period**
Weighting: **40%**

- The duration of the Final Examination is 3 hours plus 10 minutes held during the formal examination period.
- The Final Examination will be short answer/essay style questions and will require students to answer 4 short essay type questions from a choice of 6 questions
- The Final Examination will be worth 40% of the total marks in the unit.
- The Final Examination is closed book.
- No calculators or dictionaries will be allowed.

On successful completion you will be able to:
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- Critically analyse the options available to organisations for evaluating customer value to the organisation and related customer strategies

- Evaluate the organisation's overall CRM, over different time horizons, by assessing the alignment of the organisation's management of organisational culture and competencies, business processes and technology

# 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/

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 2019 | | |
|---|---|---|---|
| **Wk** | **Title/Lecture Content** | **Tutorial Activity/ Other** | **Text Ch.** |
| 1. | Introduction, CRM overview, CRM History | | 1 |
| 2. | **Relationships 1 - Introduction**<br><br>Understanding Relationships, Bilateral Relationship Theories, Multilateral Relationship Models for the Organisation | **Introduction**<br><br>*Form Project Groups* | 2 |

| 3. | **Relationships 2 - Customer Value 1** Needs/Wants, Value, Customer Value Propositions, Segments, Experiences | **R1** – Relationship Theories | 6, 7 |
|---|---|---|---|
| 4. | **Relationships 3** – **Customer Value 2** Customer Satisfaction, Loyalty, Trust, Commitment, Satisfaction/Profit chain | **R2** – Customer Value, Experiences **Group Registration Finalised** | 2, References |
| 5. | **Relationships 4** – **Establishing Relationships** CLV, Activity Costing, Non-monetary Relationship Value, Portfolios, Acquisition | **R3** – Customer Satisfaction, Loyalty | 2, 3, 5 |
| 6. | **Relationships 5** – **Progressing Relationships** Customer Engagement, Retention, Development and Termination of Relationships | **R4, R5 –** Customer Retention and Development | 4 |
| 7. | **Managing CRM 1** – **Organisational Issues** Philosophy, Structures, Virtual Organisations, Key Account Management | **Class Test 1** (Covers Lectures 1-4) | 13 |
| | *MID SEMESTER BREAK* | | |
| 8. | **Managing CRM 2** – **Other Relationships** Networks, Suppliers, Employees | **Man CRM 1** – Organisational Issues | 13 |
| 9. | **Managing CRM 3** –**CRM Technology (General)** Information Technology, Information Systems, Multi-Channels, Integration, Artificial Intelligence | **Man CRM  2** – Other Relationships | 11 |
| 10. | **Managing CRM 4** –**CRM Technology (Processes)** Automation - Marketing, Service, Sales, | **Class Test 2** (Covers Lectures 5 - 8) | 8, 9, 10 |
| 11. | **Managing CRM 5 –** **CRM Technology (Analytics)** Machine Learning, Data Mining Analytics, Social Media | **Man CRM 3, 4** – Information Technology, Automation | 12 |
| 12. | **Managing CRM 6 –** **Applying CRM in Business** CRM benchmarking, Planning, Implementation & Measurement | **Man CRM 5, 6 –** Analytics, Social Media **Report Due - Online** | 14, 15 |
| 13. | *CRM Case Study* *Revision* | *CRM* *Reflections* | |

# 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 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 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

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.

# 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

- Describe and analyse relevant relationship theories and consumer behaviour relevant to Customer Relationship Management (CRM)
- Critically analyse the options available to organisations for evaluating customer value to the organisation and related customer strategies
- Evaluate the organisation's overall CRM, over different time horizons, by assessing the alignment of the organisation's management of organisational culture and competencies, business processes and technology

## Assessment tasks

- Assessed Coursework
- Class Tests
- CRM Report
- 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:

## Learning outcomes

- Describe and analyse relevant relationship theories and consumer behaviour relevant to Customer Relationship Management (CRM)
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- Evaluate the organisation's overall CRM, over different time horizons, by assessing the alignment of the organisation's management of organisational culture and competencies, business processes and technology

## Assessment tasks

- Assessed Coursework
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# 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 outcome

- Evaluate the organisation's overall CRM, over different time horizons, by assessing the

alignment of the organisation's management of organisational culture and competencies, business processes and technology

## Assessment tasks

- CRM Report
- 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

- Describe and analyse relevant relationship theories and consumer behaviour relevant to Customer Relationship Management (CRM)
- Critically analyse the options available to organisations for evaluating customer value to the organisation and related customer strategies
- Evaluate the organisation's overall CRM, over different time horizons, by assessing the alignment of the organisation's management of organisational culture and competencies, business processes and technology

## Assessment tasks

- Assessed Coursework
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# Changes from Previous Offering

There are changes from the S1, 2018 offering of MKTG308

a) The group project (CRM Report) which was assessed for both individual and group responses in 2018 will only be _assessed_ on individual student responses in 2019.

b) There is no group project (CRM Report) section in the Final Examination.

c) The group project (CRM Report) is worth 30% of the total assessment marks in 2019 down from 40% in 2018.

d) The Final Examination will be worth 40% in 2019 up from 30% in 2018. There will only be one

section in the Final Examination in 2019 which will be questions on CRM from the entire course.

# 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.