

Course Details

Course Title: Customer Relationship Management

Course Code: MKT-859

Program: EMBA

Prerequisite:

Credit Hours: 3

Sections: 01

Course Faculty

Mr. Adnan Masood Rana

Course Description

The primary purpose of any business is to win and keep customers. Its competitors also seek to do the same. Most successful firms have developed capabilities for attracting customers through their marketing programs. But they have shown mixed results when it comes to retaining these customers. Customer Relationship Management helps businesses in successfully implementing strategies aimed at winning and retaining customers profitably. It is also helping businesses shift from a short-term transaction based mode of operation in their interactions with customers to a long-term relationship mode.

This course plans to impart a sound introduction to CRM, a comprehensive understanding of the processes involved, strong understanding of software components in different CRM systems, and practical applications of CRM in different sectors. As the course is targeted to students of rural management, it includes practical examples with strong lineage to rural planning and development.

Course Objectives

The objective of this course is to help students understand the concept and practice of CRM derived from research and applications across businesses. These concepts and applications from real life case studies will help identify opportunities, which can be successfully implemented for long term profitability.

Learning Outcomes

Knowledge based outcomes:

- An understanding of the concept of customer relationship management.
- An understanding of the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
- An insight into how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
- An opportunity to build upon course material for dissertation purposes.

Skills based outcomes:

- An insight into contemporary issues in customer relationship management.
- An ability to conduct industry interviews using primary research.

Required Course Material

- Handbook of CRM: Achieving Excellence in Customer Management by Adrian Payne
- Customer Relationship Management By Kristin Anderson & Carol Kerr
- Customer Relationship Management Concept, Strategy, and Tools By: V. Kumar & Werner Reinartz

Note: Case Studies, Research Journals & related notes shall be provided when and where required

Course Evaluation (Grade Breakup)

Grading will be done as per NBS criteria. The breakup of the grade points is as follows:

Final Exam	30%
Mid Semester Exam	25%
Final Project	15%
Assignment	10%
Case Studies	10%
Quizzes	10%

Course Content (Weekly)

Weekly breakdown is given below

Week	Lecture Topic	Reading
1	Introduction to CRM & Course objectives	General Reading
2	Strategic Framework for CRM	Handbook for CRM
3	Continuation of Strategic Framework for CRM Types of CRM Case Study-1	Handbook for CRM Provision of Material
4	Customer Relationship Management Is Not an Option Management of Customer Service/Sales Profile	CRM By Anderson & Kerr
5	Business & Customer Strategy	Handbook for CRM Provision of Material
6	Market Segmentation & Development of Strategy Managing and Sharing Customer Data	Handbook for CRM CRM By Anderson & Kerr
7	Value creation Process Case Study-2	Handbook for CRM Provision of Material
8	MID TERM EXAM	

9	The multi-channel integration process	Handbook for CRM Provision of Material
10	The multi-channel integration process (Cont'd...) Case Study-3	Handbook for CRM Provision of Material
11	Tools for Capturing Customer Information	CRM By Anderson & Kerr Provision of Material
12	The information management process (Part-1)	Handbook for CRM CRM By Anderson & Kerr Provision of Material
13	The information management process (Part-2)	Handbook for CRM CRM By Anderson & Kerr Provision of Material
14	The information management process (Part-3)	Handbook for CRM CRM By Anderson & Kerr Provision of Material
15	The performance assessment process Case Study-3	Handbook for CRM Provision of Material
16	The performance assessment process (Cont'd...)	Handbook for CRM Provision of Material
17	BUFFER WEEK	
18	FINAL TERM EXAM	

Course Policies

Academic Dishonesty:

You are responsible for knowing and enacting academic conduct that is in line with the University's statement entitled "Academic Dishonesty" available at:

<http://www.nust.edu.pk/usr/showContents.aspx?mdl=1839>

The statement highlights examples of unacceptable behavior which include, but are not limited to, the following:

- **Cheating:** Intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise; copying from another student's examination; submitting work prepared in advance for an in-class examination; taking an examination for another person or conspiring to do so.
- **Plagiarism:** Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise; failure to attribute direct quotation, paraphrase, or borrowed facts or information.

It is expected that all work that is handed will be your own. Any ideas or content that come from another source must be properly cited (including any content taken from the Internet, books, articles and lectures).

A handout '**How to Avoid Plagiarism**' is provided to you along with this course outline. It is expected from you that all your work (project, assignment and presentations) are referenced using this handout.

Moreover, **Turnitin** will be used as the plagiarism software to evaluate all your submissions. Any acts of plagiarism and cheating will be dealt strictly and in accordance with the policy in place by the University.