

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

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|---|-----------|--|----|------------------------------|--|------------------|---|------------------------|--|--|--|----------------------------|--|----------------------|--|--------------|-----------|--|--|
| Course Code and Number: BUS 324 | | Number of Credits: 3 Course credit policy (105) | | | | | | | | | | | | | | | | | |
| Course Full Title: Customer Relationship Management | | | | | | | | | | | | | | | | | | | |
| Course Short Title (if title exceeds 30 characters): Customer Relationship Mgmt | | | | | | | | | | | | | | | | | | | |
| Faculty: Faculty of Professional Studies | | Department (or program if no department): School of Business | | | | | | | | | | | | | | | | | |
| Calendar Description: <p>Customer relationship management (CRM) is integral for a successful business in today's competitive environment. This course examines CRM as a corporate business strategy with a focus on the practical application of how customer databases play an important role in retaining and nurturing stronger customer relationships.</p> | | | | | | | | | | | | | | | | | | | |
| Prerequisites (or NONE): | | One of BUS 221, BUS 223, BUS 323, or BUS 328 (formerly BUS 224). Note: As of January 2018, prerequisites will change to the following: BUS 221 and BUS 226/ECON 226. | | | | | | | | | | | | | | | | | |
| Corequisites (if applicable, or NONE): | | NONE | | | | | | | | | | | | | | | | | |
| Pre/corequisites (if applicable, or NONE): | | NONE | | | | | | | | | | | | | | | | | |
| Equivalent Courses (cannot be taken for additional credit) Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i> | | Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca . | | | | | | | | | | | | | | | | | |
| Total Hours: 45 Typical structure of instructional hours: <table border="1"> <tr> <td>Lecture hours</td> <td>36</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td></td> </tr> <tr> <td>Laboratory hours</td> <td>9</td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total</td> <td>45</td> </tr> </table> | | Lecture hours | 36 | Seminars/tutorials/workshops | | Laboratory hours | 9 | Field experience hours | | Experiential (practicum, internship, etc.) | | Online learning activities | | Other contact hours: | | Total | 45 | Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i> | |
| Lecture hours | 36 | | | | | | | | | | | | | | | | | | |
| Seminars/tutorials/workshops | | | | | | | | | | | | | | | | | | | |
| Laboratory hours | 9 | | | | | | | | | | | | | | | | | | |
| Field experience hours | | | | | | | | | | | | | | | | | | | |
| Experiential (practicum, internship, etc.) | | | | | | | | | | | | | | | | | | | |
| Online learning activities | | | | | | | | | | | | | | | | | | | |
| Other contact hours: | | | | | | | | | | | | | | | | | | | |
| Total | 45 | | | | | | | | | | | | | | | | | | |
| | | Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually | | | | | | | | | | | | | | | | | |
| Department / Program Head or Director: Dr. Frank Ulbrich | | Date approved: November 2016 | | | | | | | | | | | | | | | | | |
| Faculty Council approval | | Date approved: December 9, 2016 | | | | | | | | | | | | | | | | | |
| Campus-Wide Consultation (CWC) | | Date of posting: January 20, 2017 | | | | | | | | | | | | | | | | | |
| Dean/Associate VP: Dr. Tracy Ryder Glass | | Date approved: December 9, 2016 | | | | | | | | | | | | | | | | | |
| Undergraduate Education Committee (UEC) approval | | Date of meeting: February 24, 2017 | | | | | | | | | | | | | | | | | |

Learning Outcomes

Upon successful completion of this course, students will be able to:

- LO1. Describe concepts and theory of customer relationship management (CRM).
- LO2. Apply CRM as an integral business strategy.
- LO3. Design and manage customer data management to develop sales and marketing strategies.
- LO4. Manage exchanges in customer relationships.
- LO5. Apply multi-channel management to build long-term customer relationships.
- LO6. Analyze the implementation processes of CRM systems.
- LO7. Use analytical tools to conduct CRM data mining project to perform customer segmentation and profiling for an organization.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lecture, CRM case studies, projects, discussion, and hands-on lab sessions.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

| Author (surname, initials) | Title (article, book, journal, etc.) | Current ed. | Publisher | Year |
|----------------------------|--------------------------------------|-------------------------------------|-----------|------|
| 1. Peelen, E. | Customer Relationship Management | <input checked="" type="checkbox"/> | Pearson | |

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

A calculator approved by the UFV School of Business. (See the UFV School of Business website).

Typical Evaluation Methods and Weighting

| | | | | | | | |
|-------------|-----|----------------------|-----|---------------|-----|----------------|------|
| Final exam: | 20% | Assignments: | 10% | Midterm exam: | 20% | Quizzes/tests: | 10% |
| Project: | 30% | Class participation: | 10% | Other: | % | Total: | 100% |

Details (if necessary): Research Project

Typical Course Content and Topics

Module 1: Introduction to CRM

- Customer-supplier relationships
- CRM building blocks
- Assignments (LO 1)

Module 2: CRM strategy and organization

- Formulate the CRM strategy
- Create relationship-oriented organizations
- Assignments (LO 2)

Module 3: Customer intelligence

- Transform relationship data into customer knowledge
- Data mining to create customer segments
- Customer retention analysis
- Assignments (LO 3)

Midterm (LO 1-3)

Module 4: Exchanges in customer relationships

- Customer value proposition
- Relationship policy
- Assignments (LO 4)

Module 5: Channels management

- Integrating multichannel
- Personal selling and online marketing to build customer relationships
- Assignments (LO 5)

Module 6: Implementation of CRM systems

- Overview of CRM systems
- CRM project management
- Assignments (LO 6)

Module 7: Conduct CRM Data Analysis

Semester-long CRM data mining project (LO 1-7)

Final Exam (LO 1-7)