ORIGINAL COURSE IMPLEMENTATION DATE:	September 2008
REVISED COURSE IMPLEMENTATION DATE:	January 2018
COURSE TO BE REVIEWED: (six years after UEC approval)	February 2023

Course outline form version: 09/15/14

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

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:

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.

Prerequisites (or NONE):	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):

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.

Transfer Credit

Transfer credit already exists: ☒ Yes ☐ No

Transfer credit requested (OReg to submit to BCCAT):
☐ Yes ☒ No (if yes, fill in transfer credit form)

Resubmit revised outline for articulation: ☐ Yes ☒ No

To find out how this course transfers, see **bctransferguide.ca**.

Total Hours: 45

Typical structure of instructional hours:

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?
☐ Yes ☒ No

If yes, different lettered courses may be taken for credit:
☐ No ☐ Yes, repeat(s) ☐ Yes, no limit

Note: The specific topic will be recorded when offered.

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:

LO 1. Describe concepts and theory of customer relationship management (CRM);
LO 2. Apply CRM as an integral business strategy;
LO 3. Design and manage customer data management to develop sales and marketing strategies;
LO 4. Manage exchanges in customer relationships;
LO 5. Apply multi-channel management to build long-term customer relationships;
LO 6. Analyze the implementation processes of CRM systems;
LO 7. 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, PLAR cannot be awarded for this course because

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

Lectures, CRM case studies, projects, discussions, 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	☒	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 student handbook for approved calculators).

Typical Evaluation Methods and Weighting

Final exam:	20%	Assignments:	10%	Midterm exam:	20%	Practicum:	-
Quizzes/tests:	10%	Lab work:	-	Field experience:	-	Shop work:	-
Project:	30%	Class participation:	10%	Other:	-	Total:	100%

Details (if necessary): Research project

Typical Course Content and Topics

Module One: Introduction to CRM

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

Module Two: CRM strategy and organization

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

Module Three: 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 Four: Exchanges in customer relationships

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

Module Five: Channels management

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

Module Six: Implementation of CRM systems

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

Module Seven: Conduct CRM Data Analysis

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