

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: Customer Relationship Mgmt															
Faculty: Faculty of Business and Computing		Department (or program if no department): School of Business													
Calendar Description: Examines customer relationship management (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. Students will apply CRM principles within a Canadian business environment, incorporating Indigenous worldviews on reciprocity and inclusive business practices.															
Prerequisites (or NONE):		BUS 221 and BUS 226/ECON 226.													
Corequisites (if applicable, or NONE):		None.													
Pre/corequisites (if applicable, or NONE):		None.													
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>36</td> </tr> <tr> <td>Supervised laboratory hours (computer lab)</td> <td>9</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	36	Supervised laboratory hours (computer lab)	9							Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	36														
Supervised laboratory hours (computer lab)	9														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes		Transfer Credit (See bctransferguide.ca) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: March 3, 2026													
Faculty Council approval		Date of meeting: April 10, 2026													
Undergraduate Education Committee (UEC) approval		Date of meeting: September 3, 2026													

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. Leverage customer data management systems to support sales and marketing strategies.
- LO 4. Apply cultural competence to engage effectively in customer exchanges with diverse and Indigenous populations.
- LO 5. Apply multichannel management to build long-term relationships through culturally appropriate methods.
- LO 6. Analyze the implementation processes of CRM systems, considering ethical data governance and Indigenous inclusion.
- LO 7. Use analytical tools to conduct a CRM data mining project to perform culturally appropriate customer segmentation and profiling for an organization.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Final exam:	20%	Project:	30%	Assignments:	20%
Quizzes/tests:	30%				

Details:

Quizzes/tests include a midterm (20%; assesses LO 1-3) and quizzes (10%).

Assignments include 10% class contribution (assesses LO 1-6, including practical applications of cultural competence).

Project (30%) assesses LO 1-7 and final exam (20%) assesses LO 4-7.

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

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, CRM case studies, projects, discussions, and hands-on laboratory sessions using industry software.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Prior , D., Buttle , F., & Maklan , S.	Customer Relationship Management: Concepts, Applications and Technologies (Routledge)	Current
2.			

Course Content and Topics

Module one: Introduction to CRM

- Customer-supplier relationships
- CRM building blocks
- Indigenous worldviews on reciprocity
- Assignments/quiz (LO 1)

Module two: CRM strategy and organization

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

Module three: Customer intelligence

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

Midterm (LO 1–3)

Module four: Exchanges in customer relationships

- Customer value proposition
- Relationship policy
- Trust-building and community-based value propositions
- Assignments/quiz (LO 4)

Module five: Channels management

- Integrating multichannel
- Personal selling and online marketing to build customer relationships

- Assignments/quiz (LO 5)

Module six: Implementation of CRM systems

- Overview of CRM systems
- CRM project management
- Inclusive and accessible CRM practices
- Assignments/quiz (LO 6)

Module seven: Conduct CRM data analysis

- Semester-long CRM data mining project (LO 1–7)
- Culturally appropriate segmentation

Final exam (LO 4–7)