Business Faculty
Department of Management Programme
Subject Syllabus

Subject Code	: MGM07
Subject Title	: Customer Relationship Management
Subject Specification	:
Subject Overview	:

This course examines customer relationship management (CRM) as a key strategic process within all organizations and serves as a foundation course in the Service Management Program. CRM is defined as the overall process of building and maintaining profitable customer relationships by delivering value and satisfaction to the customer. Focusing on process, strategy and technology, this course leads students from understanding the fundamentals of CRM through the implementation of CRM systems and analysis of customer data. It discusses the CRM philosophy as well as the systems in place that incorporate and integrate information from sales, marketing and service.

Course Objectives :

1. Gained an understanding of key concepts, technologies and best practices of CRM
2. A view of the organization of business and its integration with CRM.
3. An understanding of the CRM value proposition for different vertical markets
4. Familiarization with different CRM technology solutions (Salesforce.com and Net Suite)
5. Knowledge of the lifecycle of CRM as applied to customer interactions
6. Knowledge of CRM customer data acquisition, management, research, analysis and use
7. An understanding of CRM strategies in Sales, Marketing and Customer Service contexts
8. An understanding of the impact of CRM on customer experience, satisfaction and loyalty
9. An understanding of the impact of social networking on CRM best practices
10. Developed a CRM Plan for the implementation of a personal CRM strategy.

Course method :

1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes:

1. Knowledge:By the end of this course a successful student should be able to develop their knowledge related to :
    a. Disseminate knowledge regarding the concept of CRM and CRM technologies
    b. Enable student to understand the technological and human issues related to implementation of customer relationship management in the organization
    c. Understand the organization needs, benefit, and process of creating long-term value for individual customers

2. Skills: By the end of this course a successful student should be able to develop their skill related to :
    a. desain customer experience plans to meet marketing or corporate objoctive
    b. create customer engagement and tactics for social media
    c. develop retention strategies and tactical plan

3. Attitude: By the end of this course a successful student should be able to develop their attitude related to :
    a Life Time Value of Customer
    b The Importance of Customer Relationship for The Business

Course content :

This course will be delivered in 16 sessions as follows:

Week	Topic
1.	INTRODUCTION TO CRM
2.	UNDERSTANDING CUSTOMERS DIFFERENTIATION
3.	CRM STRATEGY
4.	DEVELOPING, MANAGING LOYALITY CUSTOMERS, AND USING CUSTOMER RELATED BASED
5.	MEASURING CUSTOMER SATISFACTION & LOYALTY
6.	CUSTOMER PORTFOLIO MANAGEMENT
7.	LOYALTY PROGRAM DESIGN
8.	**Mid Examination**
9.	MARKETING AUTOMATION (OPERATIONAL CRM)
10.	SALES FORCE AUTOMATION (OPERATIONAL CRM)
11.	SERVICE AUTOMATION (OPERATIONAL CRM)
12.	DEVELOPING AND MANAGING CUSTOMER-RELATED DATABASES (ANALYTICAL CRM)
13.	USING CUSTOMER RELATED DATA (ANALYTICAL CRM)
14.	IMPACT OF CRM ON MARKETING CHANNEL
15.	FUTURE OF CRM
16.	**Final Examination**

Grading System

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	**Symbol**	**Conversion Value**
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	INTRODUCTION TO CRM	● CRM Definition ● The Concept of Relationship Management ● Three major types of CRM: strategic, operational and analytical.	Lecture
2	UNDERSTANDING CUSTOMERS DIFFERENTIATION	● The Views of Customers. ● Strategic Options for Approaching Customers ● Strategies for Dealing with Customers ● Identifying Customer Differences	Lecture
3	CRM STRATEGY	● CRM Strategy Definition ● Elements of a CRM Strategy ● The strategies that can be used to recruit new customers. ● How companies can decide which potential customers to target. ● Sources of prospects in both business-to-business and consumer markets.	Lecture
4	DEVELOPING, MANAGING LOYALITY CUSTOMERS, AND USING CUSTOMER RELATED BASED	● Customer Lifecycle ● Customer Retention Strategy ● Strategies For	Lecture & Discussion

		Customer Development ● CRM technologies that are useful for customer development purposes	
5	MEASURING CUSTOMER SATISFACTION & LOYALTY	● The Value of Measuring Customer Satisfaction ● Conducting- a Customer Satisfaction Survey ● Satisfaction and Quality Measure ● Measurement of Brand Loyalty	Lecture & Discussion
6	CUSTOMER PORTFOLIO MANAGEMENT	● The number of disciplines that contribute to customer portfolio management, including market segmentation, sales forecasting, activity-based costing, customer lifetime value estimation and data mining. ● How customer portfolio management differs between business-to-consumer and business-to-business contexts. ● 4. How to use a number of B2B portfolio analysis	Lecture Presentation Discussion

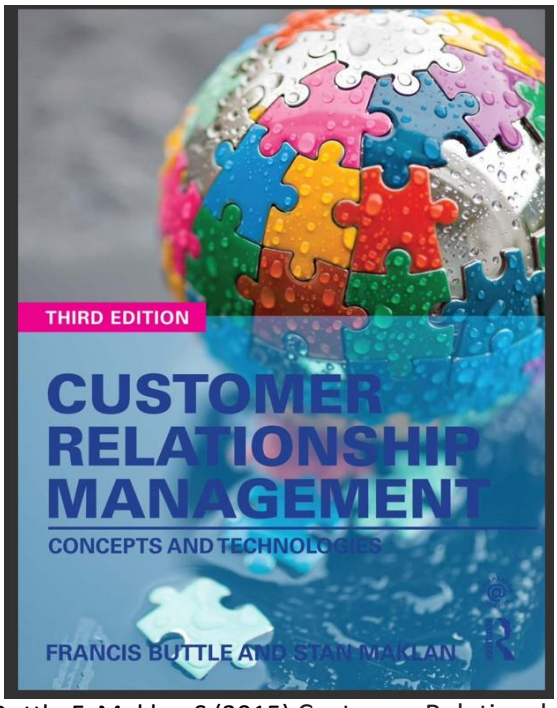
		tools.	
7	LOYALTY PROGRAM DESIGN	● Definition and Key Objectives of the Loyalty ● Design Characteristic s of Loyalty Programs	Presentation Discussion
8	**Mid Term Examination**	PLEASE CHECK BELOW	
9	MARKETING AUTOMATION	● The benefits that MA can deliver to organizations. ● The functionality available within MA software.	Lecture Presentation Discussion
10	SALES FORCE AUTOMATION	● The benefits derived from SFA. ● The functionality that is available in SFA software applications.	Lecture Presentation Discussion
11	SERVICE AUTOMATION	● The benefits that SA can deliver to organizations. ● The functionality available within SA software	Lecture Discussion
12	Chapter 11 DEVELOPING AND MANAGING CUSTOMER-RELATED DATABASES	● The central role of customer-related data in the achievement of CRM outcomes. ● The importance of data quality to CRM performance. ● The issues that need to be considered in developing a customer-related database.	Lecture Presentation Discussion

13	Chapter 12 USING CUSTOMERRELATED DATA	● The types of analytics that apply to structured, unstructured and big data. ● The role of artificial intelligence (AI) and its relationship to analytical CRM. ● The types of constraints that regulators impose to ensure the privacy of customer data	Lecture Presentation Discussion
14	IMPACT OF CRM ON MARKETING CHANNEL	● Marketing Channels – Definition ● Types of Channels ● Multichanne l Design – Design Attributes ● Channel Integration	
15	FUTURE OF CRM	● Social CRM ● Consumer-to-Consumer Interaction ● Global CRM ● Database CRM	

16	**Final Examination**	Final Exam	

Guidelines

References :



Buttle,F, Maklan,S (2015) Customer Relationship Management Concepts and technologies Third edition (Sudah Tersedia)

Book : -

Journal : -

Prepared by:	Checked by :
	
Vitha Octavanny, S.Par., MM.Par.	**Cyntia Keliat, S.I.Kom., MM.** Head of Management Study Programme
Reviewed by :	Approved by :
	
Yuliana R. Prasetyawati, MM. Dean of Business Faculty	**Dr. Janette Maria Pinariya** Vice Rector