

Macao Polytechnic Institute

School of Business

Bachelor of Management

Module Outline

Academic Year 2020/2021 Semester 2

Learning Module	Customer Relationship Management		Class Code	MRKT3170-321	
Pre-requisite(s)	Nil				
Medium of Instruction	English			Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	0 hrs	Total Hours	45 hrs
Instructor	Dr. Sally Tam		E-mail	sallytam@ipm.edu.mo	
Office	M550,Meng Tak Building , Main Campus		Telephone	8599-3296	

Description

This module introduces students to learn CRM's strategy and methods through marketing, and management dimensions. CRM's strategy and methods increase customer satisfaction and to improve and maintain customer relationships CRM's tasks emphasize on coordinating the activities of internal functions and on utilizing the resources of external to integrate and strengthen the processes of delivering superior customer value.

Learning Outcomes

After completing the learning module, students will be able to:

1. assess the nature and role of customer relationship management for different organizations;
2. appraise the IDIC model;
3. critically synthesize the appropriate tools for identifying the customers, differentiating the customers, interacting with the customers for customizing the offerings to meet individualized needs, and;
4. critically determine the success of customer-based initiatives.

Alignment of Program and Module Intended Learning Outcomes

Program Intended Learning Outcomes (PILOs)	Module Intended Learning Outcomes (MILOs)
1. Integrate contemporary management theories and business disciplines relevant to general business practices.	MILOs 1 & 2
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	MILOs 3 & 4
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	n/a
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	n/a
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	MILOs 2 & 3
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	MILO 3
7. Interpret and utilize management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.	n/a

Content

Topics	Duration
1. Evolution of Relationships with Customers and Strategic Customer Experiences	3.5 hrs
2. The Thinking behind Customer Relationships that Leads to Good Experiences	3.5 hrs
3. Customer Relationships: Basic Building Blocks of IDIC and Trust	3.5 hrs
4. Identifying Customers	3.5 hrs
5. Differentiating Customers by Their Value	3.5 hrs
Midterm examination (Chapter 1-5)	3.0 hrs
6. Differentiating Customers by Their Needs	3.5 hrs
7. Interacting with Customers: Customer Collaboration Strategy	4.0 hrs
8. Customer Insight, Dialogue, and Social Media	3.5 hrs
9. Privacy and Customer Feedback	3.5 hrs
10. The Payoff of IDIC: Using Mass Customization to Build Learning Relationships	4.0 hrs
Project Auditing, presentations and discussions	3.0 hrs
Final examination (Chapters 1-10)	3.0 hrs
Total	45.0 hrs

Teaching Method

This module is delivered through a series of lectures which provide a detailed description of the theoretical background of understanding and implementing customer relationship management. Class activities, exercises, case studies and class discussions integrating with multimedia resources such as videos and websites are utilized to support students' learning. Specifically, different teaching and learning activities (TLAs) are adopted.

TLA1: Customer relationship management theories and concepts are delivered primarily by lectures with the aid of multimedia instructional materials. Specific customer relationship management tools and techniques are illustrated by solving theoretical and practical problems.

TLA2: Short oral and/or written quizzes will be given during the class hour. Discussions are part of class activities in which active participation will be encouraged. Current events about customer relationship management-related issues will be introduced to help students think and understand the relationships between what they learn and the current events (or news).

TLA3: Students must prepare for group work. They must develop ability to work as a team member and an effective communicator.

Alignment of MILOS with TLAs:

TLAs	Brief Description	MILO No.				
		1	2	3	4	5
TLA1: Interactive lectures	Lectures: customer relationship management theories, concepts, and approaches will be presented using multimedia instructional materials. Q&A: It allows interactions between instructor and students.	✓	✓	✓	✓	✓
TLA2: In-class exercises, quizzes, and midterm exam.	Students must read teaching materials before coming to the class. They will be asked to work on problems or respond to key conceptual issues during the class hour. - Short oral/written quizzes will be given to students in order to ensure that students can follow the progress of study. - Midterm exam will be given to students in order to motivate them to review what they have learned.	✓	✓	✓	✓	✓
TLA3: Group project and presentation	Four to five students will be required to work as a group to complete a group project. This group project will be designed to promote students intellectual, social and presentation skills and help to prepare them for the real world in which teamwork and collaboration are important.	✓	✓	✓	✓	✓

In order to achieve the outcomes of the module, students are expected to perform the following learning tasks:

- 1) Read teaching materials before coming to the class
- 2) Review and work on exercises immediately after the class to enhance understanding
- 3) Attend seminars and meetings to extend their knowledge horizon
- 4) Prepare and collect information for group project assignment
- 5) Prepare for the midterm and final examinations
- 6) Seek advice from instructor when encountering difficulties (about the module)
- 7) Form study group, learn from each other, and practice communication skills

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who do not meet the attendance requirements for the module will not be permitted to sit the final or re-sit examination and shall be given an ‘F’ grade.

Assessment

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

Students' understanding of module material and their performance is assessed on the basis of class assignment(s), a group project and oral presentation, a midterm examination, and a final examination. The assignments are to evaluate students' understanding of the key concepts of customer relationship management. The project is used to evaluate whether students can apply customer relationship management concepts in the real-life context. The midterm and final examinations aim to evaluate the students' comprehensive understanding of the significant components in customer relationship management. The following is a summary of the assessment tasks:

	Activities used to assess students' achievement of MILOs	Percentage	Targeted MILOs
1.	Assignments/quizzes (graded)	10%	MILOs 1-5
3.	Group project (graded)	20%	MILOs 2,5
4.	Mid-term examination (graded)	30%	MILOs 1,2
5.	Final examination (graded)	40%	MILOs 1-5
	Total percentage:	100%	

Plagiarism Policy

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Teaching Material(s)

Textbook

Peppers, Don and Rogers, Martha. (2016). *Managing Customer Experience and Relationships: A Strategic Framework*, (3rd Edition). John Wiley & Sons.

Reference

Reference book(s)

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Academic Integrity

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