# City University of Hong Kong

## Information on a Course
### offered by Department of Media and Communication
### with effect from Semester A 2010/2011

**Part I**

**Course Title**:                    Stakeholders Relationship Management

**Course Code**:                    COM5404

**Course Duration**:                    1 Semester

**Credit Units**:                    3

**Level**:                    P5

**Medium of Instruction**:                    English

**Prerequisites**:                    NIL

**Precursors**:                    NIL

**Equivalent Courses**:                    NIL

**Exclusive Courses**:                    NIL

**Part II**

**Course Aims**

This course aims to provide students with the knowledge of the fundamental aspects of developing and managing customer relationships. The course will also introduce students to the tools commonly used for developing and implementing CRM programs.

**Course Intended Learning Outcomes (CILOs)**
*Upon successful completion of this course, students should be able to:*

| No. | CILOs | Weighting (if applicable) |
|-----|-------|---------------------------|
| 1. | Describe the major concepts and framework of customer relationship management. | 3 |
| 2. | Analyze the key drivers for successful customer relationship management programs. | 2 |
| 3. | Apply the concepts and tools covered in the course to design a customer relationship management program for a real company. | 3 |
| 4. | Collaborate with other classmates productively in the group work; communicate and present information effectively. | 1 |

(1: Least important CILO; 2: More important CILO3: Most important CILO)

**Teaching and Learning Activities (TLAs)**
*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

TLA1: Lectures

Concepts, tools and applications of CRM will be explained through lectures. Real world CRM examples and cases may be used to illustrate the core concepts and tools.

TLA2: In-class activities

A variety of in-class learning and application activities will be used to stimulate students' learning motivation and enhance their ability to apply concepts and tools covered in class to real world scenarios. These may include discussions, case studies, quizzes, exercises, short papers, etc.

TLA3: Group Project

Students are required to work within a group (4 to 5 students) to design a CRM project plan for a real company, write a report for the project, and present the project findings in the form of oral presentation in the class.

| CILO No | TLA1: Lecture | TLA2: In-class Activities | TLA3: Group Project |
|---------|---------------|--------------------------|---------------------|
| CILO 1  | 2             | 2                        | 1                   |
| CILO 2  | 1             | 2                        | 2                   |
| CILO 3  | 1             | 2                        | 2                   |
| CILO 4  | 1             | 1                        | 2                   |

(1: Minor focus on the ILO; 2: Main focus on the ILO)


## Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

AT1: In-Class Discussions & Exercises (45%)

Class activities include discussions, individual/group class exercises, and case analysis discussions.

AT2: Individual Assignments (15%)

One assignment will be given to assess students' analytical skills in analyzing CRM problems.

AT3: Group Project Report (32%)

Students need to complete a group project that can demonstrate their knowledge of CRM concepts and applications in the business world. The project report should reflect students' skills in research and writing. Peer evaluation will be conducted.

AT4: Group Project Presentation (8%)

Students need to present to the class a summary of the group project within a time limit. The presentation is designed to gauge students' communication and presentation ability as well as working effectively as a team.

| CILO No | AT1: In-Class Discussions & Exercises (45%) | AT2: Individual Assignments (15%) | AT3: Group Project Report (32%) | AT4: Group Project Presentation (8%) |
|---------|---------|---------|---------|---------|
| CILO 1  | 2       | 1       | 1       | 1       |
| CILO 2  | 2       | 2       | 2       | 1       |
| CILO 3  | 2       | 1       | 2       | 2       |
| CILO 4  | 1       | 1       | 2       | 2       |

(1: Minor focus on the ILO; 2: Main focus on the ILO)

**Grading of Student Achievement:**

*Grading Criteria of Assessment Task 1: In-Class Discussions & Exercises*

| Excellent<br>A+   A   A– | Good<br>B+   B   B– | Adequate<br>C+   C   C– | Marginal<br>D |
|---|---|---|---|
| 1. Show excellent command of all aspects of the course, with the ability to describe concepts and applications in CRM. | 1. Show good coverage of most aspects of the course, with the ability to describe main concepts and applications in CRM. | 1. Show fair command of all aspects of the course, with the ability to describe important concepts and applications in CRM. | 1. Show marginal command of all aspects of the course, with the ability to describe basic concepts and applications in CRM. |
| 2. Demonstrate excellent ability to raise question and think critically. | 2. Demonstrate good ability to raise question and think critically. | 2. Demonstrate acceptable ability to raise question and think critically. | 2. Demonstrate marginal ability to raise question and think critically. |
| 3. Show excellent problem solving and case analysis skills. | 3. Show good problem solving and case analysis skills. | 3. Show acceptable problem solving and case analysis skills. | 3. Show acceptable problem solving and case analysis skills. |
| 4. Show wonderful attitude of team work and cooperation. | 4. Attend 80%-90% of the classes. | 4. Attend 70%-80% of the classes. | 4. Attend less than 70% of the classes. |
| 5. Attend over 90% of the classes. | 5. Active, contribute to team work keenly | 5. Active when prompt, contribute to team work reactively. | 5. Occasionally active when urged. |

*Grading Criteria of Assessment Task 2: Individual Assignment*

| Excellent<br>A+   A   A– | Good<br>B+   B   B– | Adequate<br>C+   C   C– | Marginal<br>D |
|---|---|---|---|
| 1. Show excellent analytic skills in solving CRM problems. | 1. Show good analytic skills in solving CRM problems. | 1. Show acceptable analytic skills in solving CRM problems. | 1. Show marginal analytic skills in solving database CRM problems. |
| 2. Demonstrate excellent ability in applying statistical tools to solve CRM problems. | 2. Demonstrate good ability in applying statistical tools to solve CRM problems. | 2. Demonstrate acceptable ability in applying statistical tools to solve CRM problems. | 2. Demonstrate marginal ability in applying statistical tools to solve CRM problems. |

*Grading Criteria of Assessment Task 3: Group Project Report*

| Excellent<br>A+   A   A− | Good<br>B+   B   B− | Adequate<br>C+   C   C− | Marginal<br>D |
|---|---|---|---|
| 1. Show excellent command of concepts and applications in CRM. | 1. Show good command of concepts and applications in CRM. | 1. Show acceptable command of concepts and applications in CRM. | 1. Show marginal command of concepts and applications in CRM. |
| 2. Demonstrate excellent ability to apply course content in practical situations and to assess the quality of CRM applications by firms. | 2. Demonstrate good ability to apply course content in practical situations and to assess the quality of CRM applications by firms. | 2. Able to apply course content in practical situations and to assess the quality of CRM applications by firms. | 2. Able to apply some course content in practical situations and to assess the quality of CRM applications by firms. |
| 3. Enthusiastic, contribute to team work proactively. | 3. Active, contribute to team work keenly. | 3. Active when prompt, contribute to team work reactively. | 3. Occasionally active when urged. |
| 4. Excellent writing skills. | 4. Good writing kills. | 4. Acceptable writing skills. | 4. Poor writing skills. |

*Grading Criteria of Assessment Task 4: Group Presentation*

| Excellent<br>A+   A   A− | Good<br>B+   B   B− | Adequate<br>C+   C   C− | Marginal<br>D |
|---|---|---|---|
| 1. Show excellent command of all aspects of the whole presented content, and thorough understanding of allocated part. | 1. Show good knowledge of most aspects of the whole presented content, and deep understanding of allocated part. | 1. Demonstrate acceptable command of all aspects of the whole presented content, and reasonable understanding of allocated part. | 1. Show marginal command of all aspects of the whole presented content, and basic understanding of allocated part. |
| 2. Demonstrate excellent ability of interpretation and integration. | 2. Demonstrate good ability of interpretation and integration. | 2. Demonstrate fair ability of interpretation and integration. | 2. Show marginal ability of interpretation and integration. |
| 3. Strong evidence of original thinking with high degree of creativity. | 3. Good evidence of original thinking with degree of creativity. | 3. Fair evidence of original thinking. | 3. Poor evidence of original thinking. |
| 4. Enthusiastic, contribute to team work proactively in presentation session. | 4. Active, contribute to team work keenly in presentation session. | 4. Active when prompt, contribute to team work reactively in presentation session. | 4. Occasionally active when urged in presentation session. |

**Keyword Syllabus**

Customer relationship management, relationship marketing, loyalty, customer life time value.


**Textbooks & Other Learning Materials**

We will rely primarily on the following books in this course.

1.  "Customer Relationship Management: Concepts and Technologies", 2$^{nd}$ edition, Francis Buttle, Elsevier, 2008.

2.  (JD) "T*he CRM Handbook: A Business Guide to Customer Relationship Management*", Jill Dyche, Addison-Wesley Professional, 2001.

3.  (JK) "*Customer Relationship Management: Getting It Right*", Judith W. Kincaid, Prentice-Hall 2003.

4.  SPSS Manual. SPSS Inc.

We may use other learning materials to supplement the textbooks. Those materials will be distributed in class as hand-outs.


**Online Resources**

Many web sites contain useful information on CRM. Three examples are: www.crmguru.com, www.destinationcrm.com, http://crm.amteam.org/, and www.crmforum.org. These sites contain information provided by industries, companies, and individuals who offer CRM and CRM products and services.

These CRM-related sites have the potential to aid your in the development of your group research paper and presentation. In addition, you are also encouraged to use these sites, and others you find interesting, to locate and bring to class examples of topics we are reading about and discussing in the classroom.