

MKT5645: CUSTOMER RELATIONSHIP MANAGEMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Customer Relationship Management

Subject Code

MKT - Marketing

Course Number

5645

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain and characterize the major concepts and frameworks of customer relationship management.	x		
2	Analyze the key drivers using data from observations, experiences and systematic research methods for successful customer relationship management programs (DEC-related Ability).		x	
3	Apply the concepts and tools with other related or unrelated fields to design innovative customer relationship management program for a real company.			x
4	Collaborate with other classmates from diversified expertise productively in the group work; communicate and present information effectively.	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will engage in lecture activities and in-classroom discussions about concepts, tools and applications of CRM. Students will learn about real world CRM examples and cases to illustrate the core concepts and tools.	1, 2, 3, 4

2	In-class Activities	Students will engage in a variety of in-class learning and application activities 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, internet research, short papers, etc.	1, 2, 3, 4	
3	Project Development and Delivery	Students will work on in class individual and group presentations on 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.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	In-class Discussions and Exercises	1, 2, 3, 4	15	GenAI is not allowed for this component because the focus is on live, verbal engagement and critical thinking skills. Active participation in real-time discussions is essential for developing interpersonal and analytical abilities, which cannot be replaced by AI tools.	No

2	Group Presentation	1, 2, 3, 4	35	<p>GenAI is allowed for this component. Students may use AI tools to assist with brainstorming, structuring their presentations, conducting basic research, or generating visual aids. However, all content must be critically reviewed, revised, and personalized by the group to ensure originality and alignment with the assignment requirements. The use of GenAI must be properly disclosed.</p>	Yes
3	Individual Report and Presentation	1, 2, 3, 4	10	<p>GenAI is allowed for this component. Students may use AI to draft ideas, refine their writing, or analyze data. However, the final submission must reflect the student's own critical thinking and originality. Proper attribution must be given for any content generated using AI tools.</p>	Yes

4	Individual Quizzes	1, 2, 3	40	GenAI is not allowed for this component to ensure the integrity of individual assessments. Quizzes are designed to evaluate each student's independent knowledge and understanding of the course material without external assistance.	No
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Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

In-Class Discussions and Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to SHOW command of aspects of the course, with the ability to describe concepts and applications in CRM

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-Class Discussions and Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to raise question and think critically

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-Class Discussions and Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to SOLVE problems and ANALYZE cases

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-Class Discussions and Exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to SHOW attitude of team work and cooperation

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

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Excellent

(A+, A, A-) High

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(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to APPLY course content in practical situations and to ASSESS the quality of CRM applications by firms

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to INTERPRET and INTEGRATE the project content

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to have original thinking with creativity

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to be enthusiastic, and CONTRIBUTE to team work

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to PRESENT and ORGANIZE information excellently in a professional manner

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual Report and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to DEMONSTRATE application of key concepts tools, and frameworks from the course to a real-world CRM example

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

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Assessment Task

Individual Report and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to PROVIDE thorough analysis of the selected example, showcasing an in-depth understanding

Excellent

(A+, A, A-) High

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Assessment Task

Individual Quizzes (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

SOLID conceptual understanding of the key concepts, principles, and theories covered in the course material

Excellent

(A+, A, A-) High

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(B+, B, B-) Significant

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(C+, C, C-) Moderate

Marginal

(D) Basic

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Assessment Task

Individual Quizzes (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to SHOW analytic skills in solving CRM problems

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

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Part III Other Information

Keyword Syllabus

Customer relationship management, relationship marketing, loyalty, customer lifetime value, customer retention, customer engagement

Reading List

Compulsory Readings

Title	
1	Articles, cases, academic papers readings will be recommended in the class

Additional Readings

Title	
1	Managing Customer Experience and Relationships: A Strategic Framework, 3rd ed., Don Peppers and Martha Rogers, John Wiley & Sons, 2017
2	Customer Relationship Management: Concepts and Technologies, 3rd Edition by Francis Buttle and Stan Maklan, published by Routledge
3	Customer Relationship Management by V. Kumar and Werner Reinartz, published by Springer.