CITA/MINS 307

Customer Relationship Management

Prepared by: Charles Fenner
Revised by Eric Cheng
B. **COURSE NUMBER:** CITA/MINS 307

C. **CREDIT HOURS:** 3 credit hours

D. **WRITING INTENSIVE COURSE (OPTIONAL):** N/A

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Fall/Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
   3-hour lectures per week

H. **CATALOGUE DESCRIPTION:**
This course provides information systems tools for building a customer-focused organization based on customer data and information. The course focuses on using current data to enhance relationships with customers, gathering data for future marketing endeavors and providing strategic guidance to the organization. The course provides insights into customer life-cycle management, customer lifetime value and measuring customer profitability.

I. **PRE-REQUISITES/CO-COURSES:**
MINS 300 — Management Information Systems or permission of the instructor

J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tbody>
<tr>
<td>a. Define Customer Relationship Management (CRM)</td>
<td>2. Crit. Thinking</td>
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<tr>
<td>b. Describe how CRM benefits organizations</td>
<td>2. Crit. Thinking</td>
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<td>c. Identify database types commonly associated with CRM</td>
<td>2. Crit. Thinking</td>
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<td>d. Explain how to turn data into information</td>
<td>2. Crit. Thinking</td>
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<td>e. Describe the importance of business intelligence framework</td>
<td>2. Crit. Thinking</td>
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<td>f. Explain the role of the people, process, and the technology involved in the overall business intelligence framework</td>
<td>2. Crit. Thinking</td>
</tr>
<tr>
<td>g. Discuss how CRM adds value to an organization</td>
<td>2. Crit. Thinking</td>
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K. **TEXTS:**


L. **REFERENCES:**


M. **EQUIPMENT:** Technology Enhanced Classroom

N. **GRADING METHOD:** Standard A-F grading

O. **MEASUREMENT CRITERIA/METHODS:**

Essays, quizzes, tests.

P. **DETAILED TOPICAL OUTLINE:** See attached sheet

Q. **LABORATORY OUTLINE:** N/A
DETAILED TOPIC OUTLINE

MINS 307 Customer Relationship Management

TOPICS

I. Customer Relationship Theory and Development

A. Definition of CRM and its applications
B. Development of CRM in organizations
C. Tactical Development and Employment of CRM
D. Relationship Marketing
   1. Relationship Marketing’s Domain
   2. Relationship Marketing’s Characteristics
E. Organizational Development and CRM

II. Customer Relationships - Data, Information and Technology

A. CRM and Data Management
B. Technology and Data Platforms
C. Database and Customer Management
   1. Data Capture
   2. Data Mining
   3. Data Transportation
D. Intelligence
   1. Changing information to Intelligence
   2. Communicating Intelligence
   3. Peoples and Processes

III. CRM and Sales and Marketing

A. CRM and Sales
   1. Strategy
   2. Sales Relationship Cycle
B. CRM and Sales and Technology
   1. Customers and Information
   2. Managing Customer Information
C. CRM and Marketing
   1. Service Quality
   2. Customer Satisfaction

IV. CRM Evaluation

A. Ethical Issues
   1. Customer Privacy
   2. Global Ethical Issues
B. Program Measurement
   1. Measurement Areas
   2. Customer Cycle Measures
   3. Determining Customer Value