MASTER SYLLABUS

CITA/MINS 307 – CUSTOMER RELATIONSHIP MANAGEMENT

Created by: Charles Fenner
Updated by: Eric Cheng
A. **TITLE:** Customer Relationship Management

B. **COURSE NUMBER:** CITA/MINS 307

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

   # Credit Hours: 3
   # Lecture Hours: 3 per week
   # Lab Hours: per week
   Other: per week

   Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** No

E. **GER CATEGORY:** No

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

G. **COURSE 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.

H. **PRE-REQUISITES/CO-REQUISITES:**

   a. Pre-requisite(s): CITA/MINS 300 Management Information Systems
   b. Co-requisite(s): None

I. **STUDENT LEARNING OUTCOMES:**

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>PSLO</th>
<th>GER</th>
<th>ISLO</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Define Customer Relationship Management (CRM)</td>
<td>1. Explain the role of management as it applies to business practices in IT</td>
<td>2 [CA]</td>
<td></td>
</tr>
<tr>
<td>b. Describe how CRM benefits organizations</td>
<td>1. Explain the role of management as it applies to business practices in IT</td>
<td>2 [CA]</td>
<td></td>
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<tr>
<td>c. Identify database types commonly associated with CRM</td>
<td>1. Explain the role of management as it applies to business practices in IT</td>
<td>2 [CA]</td>
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<tr>
<td>d. Explain how to turn data into information</td>
<td>3. Demonstrate a solid understanding of the methodologies and foundations of IT</td>
<td>2 [CA] 5</td>
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### e. Describe the importance of business intelligence framework

<table>
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<tr>
<th>ISLO #</th>
<th>ISLO &amp; Subsets</th>
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<tr>
<td>3.</td>
<td>Demonstrate a solid understanding of the methodologies and foundations of IT</td>
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### f. Explain the role of the people, process, and the technology involved in the overall business intelligence framework

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<tr>
<td>1.</td>
<td>Explain the role of management as it applies to business practices in IT</td>
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### g. Discuss how CRM adds value to an organization

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<td>6.</td>
<td>Describe the societal impact of IT, including professional, ethical and social responsibilities</td>
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### h. Describe the ethical issues surrounding CRM

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<tr>
<td>5.</td>
<td>Describe the societal impact of IT, including professional, ethical and social responsibilities</td>
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### KEY

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<th>ISLO #</th>
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| 1 | Communication Skills
Oral [O], Written [W] |
| 2 | Critical Thinking
Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS] |
| 3 | Foundational Skills
Information Management [IM], Quantitative Lit./Reasoning [QTR] |
| 4 | Social Responsibility
Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T] |
| 5 | Industry, Professional, Discipline Specific Knowledge and Skills |

### J. APPLIED LEARNING COMPONENT: Yes [ ] No [X] |

### K. TEXTS:


### L. REFERENCES: None

### M. EQUIPMENT: Technology Enhanced Classroom

### N. GRADING METHOD: Standard A-F grading
O.  **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

   Essays, quizzes, tests.

P.  **DETAILED COURSE OUTLINE:**

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

Q.  **LABORATORY OUTLINE:**  Not applicable