STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

MASTER SYLLABUS

CITA/MINS 307 – CUSTOMER RELATIONSHIP MANAGEMENT

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Canino School of Engineering Technology
Department of Decision & Graphic Media Systems
Fall/2018

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:**

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

e. Describe the importance of business intelligence framework	3. Demonstrate a solid understanding of the methodologies and foundations of IT		2 [CA]
f. Explain the role of the people, process, and the technology involved in the overall business intelligence framework	1. Explain the role of management as it applies to business practices in IT		2 [CA] 5
g. Discuss how CRM adds value to an organization	1. Explain the role of management as it applies to business practices in IT		2 [CA]
h. Describe the ethical issues surrounding CRM	6. Describe the societal impact of IT, including professional, ethical and social responsibilities		2 [CA]

KEY	Institutional Student Learning Outcomes [ISLO 1 – 5]
ISLO #	ISLO & Subsets
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:**

Buttle, Francis and Maklan (2015), Stan Customer Relationship Management: Concepts and Technologies 3rd Edition, Routledge publishing

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
    l. 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

    l. Customers and Information
    2. Managing Customer Infomation
C. CRM and Marketing
    l. Service Quality
    2. Customer Satisfaction

IV. CRM Evaluation
A. Ethical Issues
    l. Customer Privacy
    2. Global Ethical Issues
B. Program Measurement
    l. Measurement Areas
    2. Customer Cycle Measures
    3. Determining Customer Value

Q. LABORATORY OUTLINE: Not applicable