

### Summary Information

Module Code	5011LBSBSC
Formal Module Title	Customer Relationship Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

### Aims and Outcomes

Aims	This module aims to encourage understanding, knowledge and critical appraisal of the strategic management of customer relations. It relates CRM to delivering value in e-business in order to equip graduates with the skills and ability to play an effective role in enabling their organisations to succeed in realising the strategic potential of CRM.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Evaluate the key and contemporaneous views of customer relationship management.
MLO2	2	Apply critical skills for building and managing customer and supplier partnership (s).
MLO3	3	Evaluate the conceptual foundations of relationship marketing and its link to further developments within this field of expertise.

**Module Content**

Outline Syllabus	CRM Theory and Development: Introduction to Customer Relationship, Management, History and Development of CRM, Relationship Marketing and CRM, Organization and CRM.Data Management and Technology: CRM and Data Management, Technology and Data Platforms, Database and Customer Data Development. Marketing Strategy: Business-to-Business CRM, Understanding the Customer-Company Profit Chain: Satisfaction, Loyalty, Retention, and Profits, The CRM Strategy Cycle - Acquisition, Retention, and Win-Back.Marketing Strategy: The CRM Strategy Cycle - Acquisition, Retention, and Win-Back.CRM Evaluation: CRM Program Measurement and Tools.CRM New Horizons: Social Networking and CRM, CRM Trends, Challenges, and Opportunities.Privacy, Ethics and Future of CRM
Module Overview	This module aims to encourage understanding, knowledge and critical appraisal of the strategic management of customer relations. It relates Customer Relationship Management (CRM) to delivering value in e-business in order to equip you with the skills and ability to play an effective role in enabling your organisations to succeed in realising the strategic potential of CRM.
Additional Information	No Course Notes Were Provided.

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Individual Report	50	0	MLO3, MLO1
Centralised Exam	Exam	50	2	MLO2, MLO3

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Mathew Analogbei	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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