

Liverpool John Moores University

Title: Customer Relationship Management
Status: Definitive
Code: **5711SERCBM** (128217)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Mathew Analogbei	Y
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Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 46
Total Learning Hours: 200 **Private Study:** 154

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Individual Report	50	
Exam	Exam	Exam	50	2

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Individual Report	1	3
Exam	2	3

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

Learning Activities

Formal lectures and seminars.

Notes

No Course Notes Were Provided.