

Liverpool John Moores University

Title: CRM AND INTERNET MARKETING
Status: Definitive
Code: **6058TECH** (105703)
Version Start Date: 01-08-2011

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Kevin Bains-Johnston	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 36.00
Total Learning Hours: 120
Private Study: 84

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	CRM	50.0	
Essay	AS2	Internet Marketing	50.0	

Aims

This module aims to combine relationship marketing theory and practical database skills to enable the student to formulate on-line strategies based on the analysis of customer profiles held on a database. Students employ database analytics to create target email lists and web marketing techniques to design on-line campaigns that build awareness, prompt action, strengthen the brand and increase profitability.

Learning Outcomes

After completing the module the student should be able to:

- 1 Devise customer interaction strategies that nurture loyal relationships with customers
- 2 Employ analytical techniques that support the profitable management of the customer base
- 3 Devise internet marketing campaigns that contribute to and derive revenue from on-line communities
- 4 Employ internet-based marketing campaigns that optimise choice of on-line techniques and integrate with off-line media

Learning Outcomes of Assessments

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

CW	1	2
CW	3	4

Outline Syllabus

Relationship marketing
Customer loyalty and retention
Database marketing
Permission marketing
Profiling, analytics
Legal issues and best practice
Customer Relationship Marketing (CRM)
Managing the customer experience (e-service design, quality and management)
Internet marketing
Integrating on and off-line marketing
Branding across digital channels
Search Engine Optimisation
Virtual Communities
Development of interactive Web 2.0 technologies, e.g. Ajax, Java, and Rich Internet Applications (RIA), e.g. Microsoft Silverlight, Adobe Flex plus streaming media.
Content management and workflow
Metadata/Tagging, Content narratives

Learning Activities

The module will be delivered via lectures supported by lab-based tutorial activity. Videos, guest speakers will be used where appropriate. A visit to the annual "Technology for Marketing exhibition will be incorporated into the learning experience. Additional reading will be prescribed to develop depth of knowledge and understanding of selected topics

References

Course Material	Book
Author	Chaffey, Ellis-Chadwick, Mayer and Johnston
Publishing Year	2006
Title	Internet Marketing
Subtitle	
Edition	
Publisher	Ft-Prentice-Hall
ISBN	

Course Material	Book
Author	Tapp, A
Publishing Year	2005
Title	Principles of Direct and Database Marketing
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Michael J.A. Berry & Gordon S. Linoff
Publishing Year	2000
Title	Mastering Data Mining: The Art and Science of Customer Relationship Management
Subtitle	
Edition	
Publisher	John Wiley & Sons
ISBN	

Course Material	Book
Author	Hagel and Armstrong
Publishing Year	1997
Title	Net Gain : expanding markets through virtual communities
Subtitle	
Edition	
Publisher	HBSP Godin
ISBN	

Course Material	Book
Author	Godin, S. and Peppers, D.
Publishing Year	1999
Title	Permission Marketing : turning strangers into friends and friends into customers
Subtitle	
Edition	

Publisher	Simon and Schuster
ISBN	

Notes

Since the 1990s marketing has undergone a revolutionary shift of emphasis from the product-centric marketing mix to the customer centric relationship. This module considers how to create customer-centric marketing that focuses on the interaction between the producer and the consumer. The primary focus of this module is how to effectively implement marketing strategies using ICT, primarily databases and the Internet, that allow companies to interact with consumers on an individual basis, enhancing customer value and profitability