Course name: MARK6006 Customer Relationship Management (CRM)

Units of credit: 3

Session offered: 2

Hours Per Week: 3 HPW over 7 weeks

Lecturer: Dr Munib Karavdic

Course Overview

Managing relations with key customers, suppliers and other intermediaries or partners has received considerable attention in recent years. Customer Relationship Management (CRM) in both B2C and B2B markets has been rediscovered in a sense, enabled by technology. In many ways it is the corner grocery store revisited, where each customer was known by name and treated as an individual. A CRM approach helps us to go back to the old way of doing business, one customer at a time, but for thousands. CRM has also been described as one-on-one relationship marketing and disintermediation. But it needs to be stressed at the outset of this course that CRM is neither a project nor a technology. Rather it is a business strategy that aims to understand, anticipate and manage relations with current (and potential) customers and partners. Technology or eCRM is but one facet of CRM.

The overarching aim of this course is to introduce you to the principles of CRM as well as key concepts and frameworks, and explore a range of current issues relating to the marketing and management of customer relations.

Proposed teaching methods and assessment practices

Small class, mini-lecture/seminar mode.

Extensive use of case studies, class discussions and guest lecturers.

Examination, assignment and class presentation

**Recommended textbooks:** Buttle, Frances (2004): Customer Relationship Management – Concept and Tools, Elsevier

**Recommended articles:** Additional articles will be required for reading before class and they will be provided on WebCT

*The complete course outline can be obtained in class from the lecturer in charge for those enrolling in this subject.*