Course Description

This course examines customer relationship management (CRM) and the customer-driven practices that enable an organization to attract, satisfy, and retain customers profitably.

Prerequisites: ADMG 501

Learner Outcomes

- Identify the key concepts, technologies and best practices of CRM
- Identify the factors that drive customer value and link it to company performance
- Identify the different CRM technology solutions
- Identify the appropriate IT applications to measure and manage customer value
Develop analytic procedures for optimizing customer value

Identify relevant enterprise analytics and intelligence software.

Specific course faculty and materials vary by quarter. Current information can be found on the CWU SAFARI System.
ITAM classes are often offered in online, hybrid, or traditional format. Visit the CWU SAFARI system for complete details.

University Policy on Academic Integrity

Academic Integrity is a standard set for this course. Students are expected to complete all of their coursework and assignments using their original words and ideas and will properly cite the words and ideas of others. Students are also expected to be honest in their interactions with the instructor. A student found to have not upheld these expectations is subject to failing this course and shall be subject to disciplinary action or sanction. The University catalog defines the term “academic dishonesty” in all its forms including, but not limited to:

- cheating on tests;
- copying from another student’s test paper;
- using materials during a test not authorized by the person giving the test;
- collaboration with any other person during a test without authority;
- knowingly obtaining, using, buying, selling, transporting, or soliciting in whole or in part the contents of an un-administered test or information about an un-administered test;
- bribing any other person to obtain an un-administered test or information about an un-administered test; substitution for another student or permitting any other person to substitute for oneself to take a test; plagiarism” which shall mean the appropriation of any other person's work and the unacknowledged incorporation of that work in one's own work offered for credit;
- "collusion" which shall mean the unauthorized collaboration with any other person in preparing work offered for credit.

University Policy on Special Needs

If you have a disability that may prevent you from meeting course requirements, contact the instructor immediately to file a Student Disability Statement and to develop an Accommodation Plan. Course requirements will not be waived but reasonable accommodations will be developed to help you meet the requirements. You are expected to work with the instructor and the CWU Disability Support Specialist to develop and implement a reasonable Accommodation Plan. For contact information at Center for Disability Services (CDS) please visit: http://www.cwu.edu/~dss/cms/.
Central Washington University is a community of scholars and writers who are supported by the University Writing Center. Peer consultants guide students of all disciplines and all levels toward communication that will be effective in a global and diverse environment. 

http://www.cwu.edu/learning-commons/university-writing-center