Organizations are beginning to recognize the economic value of stable, long-term customer relationships based on a high degree of customer satisfaction, trust, commitment, and loyalty. To obtain such a result, organizations must develop a comprehensive approach, named customer relationship management (CRM), for creating, maintaining and expanding these customer relationships. This course introduces the students to customer relationship management (CRM). Provide knowledge and skills to proactively manage prospects and actual customers using information technology.

**Prerequisites:** Junior standing

**Credits:** 4

Successful completion of this course ensures that students have acquired a good understanding of the Customer Relationship Management and its role in successful business. At the end of this course, you should also be able to better organize your study time, to be a more efficient reader, and to better organize/write your thoughts about topics/questions.

**Students will be able to . . .**

- Summarize CRM, its roots, and where it fits in the overall business.
- Analyze the drivers, benefits, and impacts of CRM.

**Assessments**

- Rubric-based assignments, projects, and/or exams.
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<th>Activity</th>
<th>Rubric-based assignments, projects, and/or exams.</th>
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<tr>
<td>Differentiate enablers of CRM, especially data integration.</td>
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<td>Assess the importance of data mining in CRM.</td>
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<td>Examine the links between CRM and sales.</td>
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<tr>
<td>Examine the links between CRM and marketing.</td>
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<tr>
<td>Measure CRM effort and effectiveness.</td>
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<td>Analyze the ethical and future issues in CRM.</td>
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<td>Integrate concepts into a personal synthesis of information.</td>
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<tr>
<td>Analyze the applications of information technology to CRM.</td>
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</table>

*Specific course faculty and materials will vary by quarter. Current information can be found on my.cwu.edu. ITAM classes are often offered in online, hybrid or traditional formats. Visit my.cwu.edu for more details or contact our office at ITAMInfo@cwu.edu.*
### Academic Integrity Policy

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.

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 more information please visit: [www.cwu.edu/disability-support/](http://www.cwu.edu/disability-support/)

The TurnItIn feature of Canvas helps students learn to use sources and citations appropriately. TurnItIn matches the material in student papers against material on the Internet and in our database of CWU papers. Representing the words or ideas of someone else as your own is a violation of the CWU Student Conduct Code and a serious infraction in this course. If you have questions about appropriate ways to include the words or ideas of other people in your papers, contact the instructor. Papers submitted to TurnItIn are added to the database of papers. Your instructor has the option of what papers and assignments may be submitted and/or randomly submitted to TurnItIn.

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