

Information Technology and Administrative Management Department
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ITAM

Information Technology &
Administrative Management

Central Washington University

RMT366
Customer Relationship Management
Course Syllabus - 3 credits



Dr. Christine Bernadas, Assistant Professor

Office: Shaw/Smyser 235

Office Hours: Varies by quarter. Call or e-mail Dr. Bernadas.

Office Telephone: 509.963.1755

CWU E-Mail: bernadac@cwu.edu

Course Description:

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.

Course Objective: Successful completion of this course ensures that students have acquired a good understanding of the Customer Relationship Management and its role in successful business.

Learning Objectives:

The objectives you will have accomplished by the end of the course include these.

- Understand what CRM is and how to take advantage of it
- Understand the importance of information technologies in the implementation of a CRM service
- Understand the key elements of implementation of a CRM strategy.
- Identify sources of customer information for specific applications.
- Understand how to gather primary data for specific applications.
- Have a working knowledge of key analytical tools for customer relationship Management.
- Determine and use key metrics for evaluating the success of CRM initiatives

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.

Learner Outcomes:

Learner Outcome	Assessment
1. Demonstrate an understanding of CRM, its roots, and where it fits in the overall business.	Complete the module 2 and assignment 2. Answer properly to the questions associated with this module in the mid-term exam.
2. Understand the drivers, benefits and impacts of CRM.	Complete the module 3 and assignment 3. Answer properly to the questions associated with this module in the mid-term exam.
3. Understand different enablers of CRM especially data integration	Complete the module 4 and assignment 4. Answer properly to the questions associated with this module in the mid-term exam.
4. Understand the importance of data mining in CRM and apply some data mining techniques.	Complete the module 5 and assignment 5. Answer properly to the questions associated with this module in the mid-term exam.
5. Understand the links between CRM and sales.	Complete the module 6 and assignment 6. Answer properly to the questions associated with this module in the final exam.

6. Understand the links between CRM and marketing.	Complete the module 7 and assignment 7. Answer properly to the questions associated with this module in the final exam.
7. Understand and apply some measurement of CRM effort and effectiveness.	Complete the module 8 and assignment 8. Answer properly to the questions associated with this module in the final exam.
8. Demonstrate basic understanding of the ethical and future issues in CRM.	Complete the module 9 and assignment 9. Answer properly to the questions associated with this module in the final exam.
9. Demonstrate personal thinking and personal integration of concepts	Complete the modules 1 and 10 with their assignments, but it should also be present in the exams and almost all the assignments.

Textbook and Other Required Materials:

The textbook chosen is:

Baran R.J., R.J. Galka, and D.J. Strunk (most recent) *Principles of Customer Relationship Management*, South-Western, Cengage Learning: Mason.