



# Master of Science

Information Technology and Administrative Management

## General Course Syllabus

ADMG 654

## Applied Customer Relationship Management (CRM)

4 Credits

### 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.

**Co- or prerequisite: 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

### Assessments

Exams and a short paper used for assessing key concepts.

Case studies and exams used for identifying the factors that lead to company performance.

Research paper and exams used for assessing the differentiation of CRM technology solutions.

Research paper and exams used for assessing the appropriate IT applications to measure customer value.

Research paper and exams used for assessing the ability to develop analytic procedures for optimizing customer value.

Identify relevant enterprise analytics and intelligence software.

Research on the internet and case studies used for assessing the identification of relevant enterprise analytics and intelligence software.

*Specific course faculty and materials vary by quarter. Current information can be found on MyCWU and Canvas LMS.*

*ITAM classes are often offered in online, hybrid, or traditional formats. Visit [my.cwu.edu](http://my.cwu.edu) 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.

[WAC 106-125-020](#) defines the term "academic dishonesty" in all its forms including cheating, plagiarism, and fabrication. This can include:

- 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

Central Washington University is committed to creating a learning environment that meets the needs of its diverse student body. If you anticipate or experience any obstacles to learning, contact Disability Services to discuss a range of available options. Student Disability Services is located in Hogue 126. Call 509.963.2214 or email [ds@cwu.edu](mailto:ds@cwu.edu) for more information. [www.cwu.edu/disability-support](http://www.cwu.edu/disability-support)

## CWU Writing Center

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>

## Diversity at CWU

CWU expects every member of the university community to contribute to an inclusive and respectful culture for all in its classrooms, work environments, and at campus events.