

Business Administration

Course Number: **BUAD 470**

Course Title: **CUSTOMER RELATIONSHIP MANAGEMENT**

Credits: 3

Calendar Description: This course provides marketing students with the concepts and analytical tools needed to understand the emerging field of Customer Relationship Management. Students will focus on developing skills in data mining, quantitative analysis and research. Additional areas of focus include procuring new information for decision ma

Professors

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Learning Outcomes

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> explain the role CRM plays in business decision making. define the problems and opportunities surrounding CRM. design a research proposal for collection and analysis of customer information. apply data-mining techniques to existing customer information databases. collect unbiased, reliable and valid data for a CRM research project. analyze both quantitative and qualitative data using statistical software. summarize major findings from data mining and research. make defensible strategic recommendations for CRM based on sound data analysis. develop organizational and time management skills required for conducting CRM research.

Course Objectives

<p>This course will cover the following content: See course schedule</p>
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Evaluation Procedure

Course Work (Participation, Case Studies, Written Assignments, Presentations)	25%
Term Test #1	15%
Term Test #2	15%
CRM Project:	
Proposal	5%
Project Planning Log Book	10%
Written Report	20%
Oral Presentation	10%
Total	100%

Notes

Course Schedule

2019 Week of:		Monday, January 7 - Classes Start Monday, February 18 – Family Day (no classes) Tuesday, February 19 - Friday, February 22 – Reading Week (no classes) Friday, April 12 – Last Day of Regular Classes Friday, April 19 – Monday, April 22 – Easter (no classes)	
1	Jan 7	Project Introduction Ch 1 - Evolution of Relationships with Customers Ch 2 - The Thinking behind Customer Relationships	Ch 1, 2
2	Jan 14	Ch 3 – Customer Relationships Ch 4 – Identifying Customers Project & Team Selection	Ch 3, 4
3	Jan 21	Ch 5 – Differentiating Customers: Some are worth more Ch 6 – Differentiating Customers by Their Needs	Ch 5, 6
4	Jan 28	Ch 7 – Interacting with Customers Ch 8 – Customer Insight, Dialogue and Social Media	Ch 7, 8
5	Feb 4	Ch 9 – Privacy and Customer Feedback Review	Ch 9
6			

