

Course Name	:	CUSTOMER RELATIONSHIP MANAGEMENT
Course Code	:	BSM 2207
Course Level	:	2
Credit Units	:	4
Contact Hours	:	60

COURSE DESCRIPTION

This course examines Customer Relationship Management (CRM) and its application in marketing, sales and the service sector. CRM is gaining prominence in marketing and other management areas. The course seeks to provide learners with the knowledge and expose them to CRM practices in a modern commercial and service-oriented setting. It specifically focuses on highlighting how CRM works, its contribution to customer value creation, how to maximize customer lifetime value, how customer databases are developed and used in marketing practice, and the principles and techniques of attracting and retaining customers.

COURSE OBJECTIVES

The general objective of the course is to examine the conceptual, strategic and analytical aspects of Customer Relationship Management and how they are applied in marketing, sales and the service sector. The specific objectives are:

1. To enable learners to understand key CRM concepts, such as customer service experience, customer retention, and sales management.
2. To expose learners to a deeper understanding of the power of CRM, how to put it to work effectively and its role in the organization's growth
3. To help learners acquire knowledge on the relationships between customer behavior, customer service experience and relationship marketing.
4. To enable learners to examine the role of data and information technology in enhancing customer lifetime value to the company or organization.
5. To expose learners to the strategies for attracting, retaining and handling disgruntled customers.

LEARNING OUTCOMES

After completing this course, the learners will be able to:

1. Understand the key CRM concepts, such as sales management, customer service experience, and customer retention.
2. Demonstrate a deep understanding of CRM's power, how to use it effectively, and its role in the organization's growth.
3. Understand the relationship between customer behaviour, customer service experience, relationship marketing, customer satisfaction, loyalty, customer deflection, critical thinking and innovations in CRM.
4. Appreciate the role of data and information technology in enhancing customer lifetime value to the company or organization.
5. Identify and effectively use different strategies for attracting, retaining and handling disgruntled customers.

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COURSE CONTENT

Topic	Details	Duration	Facilitator
1. Introduction to CRM	<ul style="list-style-type: none"> Understanding Customers (Who are customers? What do they want & types of customers) Definition & evolution of CRM Types of CRM Principles of CRM Benefits: Strategic Importance of CRM. 	4 hours	Mr. Ssenoga
2. Customer Development Process	<ul style="list-style-type: none"> Stages of the Customer Lifecycle Steps of the Development Process Importance of customer Development Process 	4 hours	Mr. Ssenoga
3. Customer Experience and Value	<ul style="list-style-type: none"> Understanding Customer Value When do customers experience value Sources of customer value Customer Experience Vs CRM Transactional Marketing Vs Relationship Marketing 	4 hours	Mr. Banura
4. The nature of CRM; CRM Technologies	<ul style="list-style-type: none"> Nature of CRM technologies – Components of CRM technologies, Benefits of CRM technologies Technological applications in CRM Future trends; AI, IoT, and personalization in CRM 	4 hours	Mr. Banura
5. Customer Analytics and Data mining	<ul style="list-style-type: none"> Key components & benefits of a CRM Database Data mining process Customer interfaces Customer analytics and customer activity metrics Customer service automation Best Practices for managing a CRM database 	4 hours	Mr. Kimera
6. CRM Strategy	<ul style="list-style-type: none"> Elements of CRM Strategy Steps in developing CRM strategy Why do CRM strategies fail? 	4 hours	Mr. Kimera
7. Portfolio Management	<ul style="list-style-type: none"> Understanding customer portfolio Customer portfolio management tools Customer portfolio models 	4 hours	Ms. Nazziwa

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	<ul style="list-style-type: none"> • Loyalty Programs 		
8. Stages of CRM	<ul style="list-style-type: none"> • Customer Acquisition, • Customer Retention (strategies) • Customer Engagement strategies; • Measuring Customer Lifetime Value (CLV). • Managing customer complaints • Termination of customer relationships 	4 hours	Ms. Nazziwa
9. Digital CRM channels	<ul style="list-style-type: none"> • CRM in social media • CRM customer portals – websites, email, apps • How marketers can use CRM on social media • Measuring the influence of social media on CRM 	4 hours	Mr. Tondo
10. Measuring CRM (CRM Metrics and ROI)	<ul style="list-style-type: none"> • Evaluating CRM effectiveness: Categories of measurement of CRM effectiveness - Key performance indicators (KPIs) and ROI analysis • Challenges in measurement and evaluation of CRM effectiveness. • Managing profitable customers 	4 hours	Mr. Tondo
11. Ethics and Privacy in CRM	<ul style="list-style-type: none"> • Key Challenges in CRM Implementation • Ethical dilemmas (Case study) • Privacy concerns and data security in CRM practices • 	4 hours	Mr. Ssenoga
12. Global Trends in CRM	<ul style="list-style-type: none"> • Impact of globalization and cultural differences on CRM strategies • Emerging markets and innovative strategies 	4 hours	Mr. Banura

Course Assessment

Coursework assessment	:	30%
Final Examination	:	<u>70%</u>
Total Mark	:	100%

Delivering Method

The course will be delivered through a combination of approaches:

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- a) Straight lectures on the concepts and principles.
- b) Group discussions.
- c) Case analyses.
- d) Class Presentations.

References and Reading list:

- 1. Baran, R. J., & Galka, R. J., (2016). Customer Relationship Management: the foundation of contemporary marketing strategy. 2nd Edition: Routledge.
- 2. Buttle, F., & Maklan, S., (2015). Customer Relationship Management: Concepts and Technologies. 3rd Edition: Routledge. Buttle, F., (2009).
- 3. Fader, P. S., (2016). Managing the Value of Customer Relationships.
- 4. Strank, B. G., (2018), Principles of Customer Relationship Management.

Journals

- i) 50Minutes.com (2017). Customer Relationship Management: A powerful Tool for attracting and retaining customers.
- ii) Chartered Institute of Marketing - CIM (UK) (2017), Marketing Communications.

Facilitators

Name	Contact
1. Mr. Douglas Ssenoga	0776727227 / 0703693086 (<i>Team Leader</i>)
2. Mr. Timothy Kimera	0776756298
3. Mr. Med Tondo	0779162925
4. Mr. Isaac Banura	0706484874
5. Ms. Jalia Nazziwa	0751099455

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