

MAKERERE UNIVERSITY BUSINESS SCHOOL

DEPARTMENT OF MARKETING AND MEDIA STUDIES

COURSEWORK TEST TWO (TAKE-HOME ASSIGNMENT)

COURSE UNIT: CUSTOMER RELATIONSHIP MANAGEMENT

**PROGRAMME: BACHELOR OF MARKETING / BACHELOR OF INTERNATIONAL
BUSINESS**

ACADEMIC YEAR: 2025/2026

COURSE CODE: BSM 2207

DATE ISSUED: 20TH APRIL 2026

SEMESTER: II

CREDIT UNITS: 4

SUBMISSION DEADLINE: 4TH MAY 2026

Instructions:

- a) This assignment shall be completed in groups of ten (10) students.
- b) Students are required to attend the marketer's week in person, register on the marketer's week attendance forms, engage with the sponsors and exhibitors during the marketer's week, and attach a photo of group members and the chosen company representatives during the interview as evidence to confirm participation. Each group should submit one report with:
 - c) A cover page showing the names, registration numbers, and signatures of all group members;
 - d) The report typed in Times New Roman, font size 12, and 1.5-line spacing.
 - e) Relevant appendices, including any company documents, photographs, screenshots, brochures, or other supporting materials collected during the study.

Assignment Scenario

The Marketers and International Business Week is an annual event organized by students of the Faculty of Marketing and International Business with guidance from staff. The 16th edition will take place from 27th to 30th April 2026 at the ADB, under the theme: "The Global Future Marketer: Building Influence in the Digital Economy." Expected sponsors and exhibitors include Movit Uganda, Uganda Baati, Prudential, Capital FM, Salam Tel, DonSwift, Falz, Supreme Marka, DFCU, NSSF, Sprint UG, and UMS, among others.

Required Task:

As a group, select one sponsor or exhibitor participating in the event and engage with the organization using appropriate methods such as interviews, observation, website review, social media review, or analysis of company materials. Based on the evidence collected, prepare a report addressing the following tasks:

- a) Company Profile and Customer Context (10 Marks)
- b) CRM Technologies Used by the Company (5 Marks)
- c) CRM Strategies and Their Effectiveness (10 Marks)
- d) Ways of Improving Current CRM Use for Greater Competitiveness and Profitability (10 Marks)
- e) Recommendations as CRM Consultants (15 Marks)

Suggested Report Structure

To improve clarity and presentation, groups may organize their report under the following headings:

1. Introduction
2. Company Profile
3. CRM Technologies Used
4. CRM Strategies and Evaluation
5. Gaps and Areas for Improvement
6. Recommendations
7. Conclusion
8. References
9. Appendices

END