



Course Specifications

Course Title:	Customer Relationship Management
Course Code:	MKT1437
Program:	Bachelor in Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered:
4. Pre-requisites for this course (if any): MKT1323
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

Customer Relationship Management (CRM) is a business strategy that aims to understand, anticipate and manage the needs of an organization's current and potential customers in order to form a lasting partnership with them. This course introduces critical concepts and methods such as customer behaviors and expectations, service delivery strategies, customer value, guest satisfaction, service quality, continuous improvement processes, and reward and loyalty programs.

2. Course Main Objective

The Customer Relationship Management course takes a resolutely marketing perspective, even if technical aspects are addressed. Its main objectives are:

- Raise students' awareness of the importance of valuing client capital and loyalty as levers of profit for the company;
- Enable students to develop a comprehensive and integrated understanding of the various aspects of customer relationship management and its impact on the organization.
- Provide students with the analytical and operational tools necessary for the development and implementation of the CRM strategy;
- Allow students to understand the interrelationships between the CRM and the company's global and marketing strategies.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Recognize the new concepts and technologies used in the field of customer relationship management.	K.4
1.2	Demonstrate the basic concepts of one to one marketing environment to describe the requirements for developing a CRM strategy.	K.2
2	Skills:	
2.1	Explain the CRM concepts and tools to design innovative customer relationship management program for a real company	S.1
2.2	Evaluate companies CRM efforts as today's marketing practices	S.3
3	Competence:	
3.1	Demonstrate interpersonal skills necessary to be successful in a marketing department.	C1
3.2	Demonstrate information and communications technology tools in gathering, interpreting and communicating information and ideas	C5

C. Course Content

No	List of Topics	Contact Hours
1	Definitions and scope of the CRM	3
2	Relationship marketing	6
3	CRM and Corporate Strategy	3
4	Customer intelligence	6

5	Management and analysis of customer data	6
6	Customer Segmentation and Targeting	6
7	Customizing the offer	3
8	The electronic management of customer relations	6
9	CRM operational tools	6
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Recognize the new concepts and technologies used in the field of customer relationship management.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	Written test <ul style="list-style-type: none"> • True/False • MCQs
1.2	Demonstrate the basic concepts of one to one marketing environment to describe the requirements for developing a CRM strategy.	<ul style="list-style-type: none"> • Interactive learning 	Essay questions
2.0	Skills		
2.1	Explain the CRM concepts and tools to design innovative customer relationship management program for a real company	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	<ul style="list-style-type: none"> • Essay • Assignment Case study
2.2	Evaluate companies CRM efforts as today's marketing practices	<ul style="list-style-type: none"> • Interactive learning 	
3.0	Competence		
3.1	Demonstrate interpersonal skills necessary to be successful in a marketing department.	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	<ul style="list-style-type: none"> • Course project (Rubric)
3.2	Demonstrate information and communications technology tools in gathering, interpreting and communicating information and ideas	<ul style="list-style-type: none"> • Students group Independent study (Group project) 	Presentations (Rubric) Discussions Projects (individual and Group work)

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Beltman, E. P. (2014). Customer Relationship Management. ISBN-10: 0273774956 • ISBN-13: 9780273774952, Pearson
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Electronic materials posted on the course LMS.
Other Learning Materials	Magazines and Newspaper

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> • Students 	<ul style="list-style-type: none"> • Indirect

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

