



## Course Specifications

<b>Course Title:</b>	<b>Customer Relationship Management</b>
<b>Course Code:</b>	<b>MKT1437</b>
<b>Program:</b>	<b>Bachelors in Marketing</b>
<b>Department:</b>	<b>Marketing</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Dar Al Uloom University</b>

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## A. Course Identification

<b>1. Credit hours:</b> 3Credit hours
<b>2. Course type</b>
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"/>
<b>3. Level/year at which this course is offered:</b> Level 6
<b>4. Pre-requisites for this course (if any):</b>  MKT1323
<b>5. Co-requisites for this course (if any):</b>

### 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	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	45

## 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 will introduce 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
<b>1</b>	<b>Knowledge</b>	
1.1	Recognize the recent development in the field of CRM and its associated implications.	K3
1.2	Demonstrate knowledge and understanding of customer relationship management approach in marketing.	K1
<b>2</b>	<b>Skills :</b>	
2.1	Applying the CRM concepts and tools to design innovative customer relationship management solution for a real company	S1
2.2	Evaluate companies CRM efforts as today's marketing practices	S2
<b>3</b>	<b>Values:</b>	
3.1	Demonstrate entrepreneurial skills in building constructive work relationship that respect personal, professional and academic ethics.	V1
3.2	Demonstrate leadership in finding innovative and practical solutions to customer relationship management issues.	V2

### 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
<b>Total</b>		<b>45</b>

### D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge</b>		
1.1	Recognize the recent development in the field of CRM and its associated implications	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	Written test <ul style="list-style-type: none"> <li>• True/False</li> <li>• MCQs</li> <li>• Essay questions</li> </ul>

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.2	Demonstrate knowledge and understanding of customer relationship management approach in marketing.	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	Written test <ul style="list-style-type: none"> <li>• True/False</li> <li>• MCQs</li> <li>• Essay questions</li> </ul>
<b>2.0</b>	<b>Skills</b>		
2.1	Applying the CRM concepts and tools to design innovative customer relationship management solution for a real company	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	Written test <ul style="list-style-type: none"> <li>• True/False</li> <li>• MCQs</li> <li>• Essay questions</li> </ul>
2.2	Evaluate companies CRM efforts as today's marketing practices	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	Written test <ul style="list-style-type: none"> <li>• True/False</li> <li>• MCQs</li> <li>• Essay questions</li> </ul>
<b>3.0</b>	<b>Values</b>		
3.1	Demonstrate entrepreneurial skills in building constructive work relationship that respect personal, professional and academic ethics.	<ul style="list-style-type: none"> <li>• Students group Independent study (Group project)</li> </ul>	Presentations (Rubric) Discussions Projects (individual, Group work)
3.2	Demonstrate leadership in finding innovative and practical solutions to customer relationship management issues.	<ul style="list-style-type: none"> <li>• Direct (Individual assignment)</li> </ul>	

## 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%
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

<b>Required Textbooks</b>	<i>Francis Buttle &amp; Stan Maklan (2019), Customer Relationship Management, Concepts and Technologies. 4th Edition, Routledge. ISBN 9781138498259, 468 Pages.</i>	
<b>Essential References Materials</b>	Journals and Reports distributed on the bases of lectures delivered to the students.	
<b>Electronic Materials</b>	Electronic materials posted on the course LMS.	
<b>Other Learning Materials</b>	Magazines and Newspaper	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
<b>Other Resources</b> (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.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	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

<b>Council / Committee</b>	MKT Department Council
<b>Reference No.</b>	Council meeting No. 1
<b>Date</b>	27/9/2022

