



COURSE OUTLINE

COURSE NUMBER:	DPS 16330 1901
COURSE NAME:	Customer Relationship Management
COURSE PRE-REQUISITE(S):	Marketing Fundamentals (DPS 15350)
INSTRUCTOR:	Jeff Henry
INSTRUCTOR CONTACT:	jhenry@mts.net
DATES AND TIME:	May 9 – June 27, 2019 7 Thursdays 9:00 a.m. – 4:00 p.m.
EXAMINATION DATES:	Final Exam (Invigilated) June 27, 2019 1:00 p.m. – 4:00 p.m.

Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.

Photo ID will be required for all PACE exams.

TECHNOLOGY REQUIREMENTS:	Laptop required
REQUIRED READINGS:	No Text Required
PRE-COURSE READING:	see lecture schedule

NEXUS:

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

COURSE DESCRIPTION:

This course introduces Customer Relationship Management (CRM) and provides the skills and knowledge required to develop, manage, build and maintain customer relationships. You will develop an understanding of customers and how to meet their divergent needs and how to develop and maximize customer data to establish targeted customer approaches. The course will examine relationship marketing as it relates to CRM. You will have the opportunity to review the benefits of interactive Web sites, Computer Telephony Integration (CTI), and other technology solutions as potential tools to develop and manage customer service systems. This course will also examine market segmentation as a means to deliver customized marketing programs.

LEARNING OUTCOMES:

On completion of this course, students will:

- Recognize why industries use CRM and how CRM touches all aspects of an organization and impacts sales and marketing strategies;
- Utilize customer information to segment and develop customer targeted marketing programs;
- Explore issues regarding privacy, ethics and the future of CRM;
- Identify technology and data platforms options available to implement CRM and evaluate some of the current CRM software solutions;
- Describe customer service/relationship approaches and models such as RFM, CLV, etc.;
- Evaluate various CRM systems and select one that fits the needs of an organization.

DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS
May 9, 2019	<ul style="list-style-type: none">▪ Introduction to CRM and Review of Key Marketing Concepts▪ History of CRM and Development▪ Relationship Marketing
May 23, 2019	<ul style="list-style-type: none">▪ Organizational Considerations▪ Data Management▪ In-class group work scheduled from 3:00 pm – 4:00 pm Attendance by all group members during this time is critical for the success of the project.

May 30, 2019	<p>Quiz 1</p> <ul style="list-style-type: none"> ▪ Technology and Platforms ▪ Customer Data Development ▪ In-class group work scheduled from 3:00 pm – 4:00 pm Attendance by all group members during this time is critical for the success of the project.
Jun 6, 2019	<p>Quiz 2</p> <ul style="list-style-type: none"> ▪ Sales Strategy and Technology ▪ Marketing Strategy <p>In-class group work scheduled from 3:00 pm – 4:00 pm Attendance by all group members during this time is critical for the success of the project.</p>
Jun 13, 2019	<p>Quiz 3</p> <ul style="list-style-type: none"> ▪ Measurement and Tools ▪ Market Automation <p>In-class group work scheduled from 3:00 pm – 4:00 pm Attendance by all group members during this time is critical for the success of the project.</p>
Jun 20, 2019	<p>Quiz 4</p> <ul style="list-style-type: none"> ▪ Team Assignment Presentations ▪ Final Review
Jun 27, 2019	<p>Final Exam</p> <p>Maximum time allowance: 3 hours</p> <p>Note: exam will begin promptly at 1:00 pm</p>

VOLUNTARY WITHDRAWAL:

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student’s responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

METHOD OF EVALUATION:

VALUE	ITEM OF WORK	DUE DATE
40%	Quizzes There will be 4 quizzes in total (30-minutes each) and each quiz may comprise of a series of multiple-choice, short and long answer, or problems questions. Quiz Weightings: the marks will be incremental in weighting – see below Quiz 1 – 5% Quiz 2 – 15% Quiz 3 – 10% Quiz 4 – 10%	Quiz 1: May 30, 2019 Quiz 2: Jun 6, 2019 Quiz 3: Jun 13, 2019 Quiz 4: Jun 20, 2019
25%	Assignment (Team-based) Environmental Analysis and recommended strategies for segmentation and customer approach.	Jun 20, 2019
30%	Final Exam (cumulative) A cumulative exam incorporating multiple choice, short and long answer questions, and problems	Jun 27, 2018
5%	Participation – see rubric below	

All applicable assignments must be typed, as well as formatted and referenced according to APA 6th Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.

MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

PARTICIPATION GRADE RUBRIC:

GRADE	CHARACTERISTICS / DESCRIPTION
1	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.
3	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent or often late for the start of the class or returning to class after break
5	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

RESEARCH POLICY:

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

POLICY FOR LATE ASSIGNMENTS:

- All assignments will be given a due date.
- Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.
- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.

ACADEMIC MISCONDUCT:

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

UWINNIPEG RESPECTFUL LEARNING POLICY:

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

ACADEMIC ACCOMMODATIONS:

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

UWPACE GRADING SYSTEM:

Letter Graded	Percentage	GPA	
A+	96-100	4.50	<u>Pass/Fail</u>
A	91-95	4.00	P Pass
A-	83-90	3.75	F Fail
B+	75-82	3.50	<u>Non-Graded</u>
B	70-74	3.00	CP Certificate of Participation (75% Attendance)
C+	66-69	2.50	NC No Certificate of Participation
C	57-65	2.00	<u>Special Designations</u>
D	50-56	1.00	I Incomplete
F	<50	0.00	TC Transfer Credit
			S Standing

DISCLAIMER:

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.