H9MICRM: Marketing Insights and Customer Relationship Marketing

Module Code:	H9MICRM
Long Title	Marketing Insights and Customer Relationship Marketing APPROVED
Title	Marketing Insights and Customer Relationship Marketing
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Louise (F) Maguire
Module Author:	OLIVIA LEE
Departments:	
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Examine firms' internal and external relationships with all stakeholders and how they contribute to business success.
LO2	Critique relationship marketing strategies
LO3	Critically reflect on customer behaviour in different exchange relationships such as in service settings, in how consumers interact with products, in how they consume experiences and events and also in business-to-business settings.
LO4	Analyse the management of the customer lifecycle: customer acquisition, customer retention and critically, in the development of customer loyalty.
LO5	Demonstrate full comprehension of CRM and related marketing techniques with an appreciation of their potential and limitations in real-world applications.
LO6	Apply analytical relationship management techniques to real-world data and extract meaningful customer insights.

Dependencies
Module Recommendations
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed
Entry requirements

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Module Content & Assessment

Indicative Content

Introduction to CRM
• What is Customer Relationship Marketing? The Concept of Relationship Marketing: Its Origins and Tenets: The Importance and Elusiveness of Customer Loyalty: The Benefits of Customer Loyalty; Creating Customer Satisfaction: The Five Q's of Customer Satisfaction; Creating Customer Value

Contemporary CRM
• Value-Based CRM; Customer Life Cycle; Behavioural Dimensions of Customer Relationships; The Sales Maturity Model; Operational CRM vs. Analytical CRM; 360o Customer Centric view

Customer Loyalty
• The Value Proposition: Customer Acquisition versus Customer Retention, The Economics of Customer Retention and Customer Loyalty; Customer Lifetime Value: Exit Barriers; Switching Behaviour: Delivering the Total Customer Experience

Services Industry
• The Characteristics of Services: Experience versus Credence Services: Core Service, Employee Service and Servicescapes: Service Encounters: Social Facilitation Theory; Zone of Tolerance.

CRM Strategy
• What are the Principles of CRM? Implementing Effective CRM Strategies; Perceived Risk; Salience; The Importance of Trust; Why CRM Fails: Situational Analysis: Building Capabilities; SOSTAC

The Analytical CRM Process
• Problem Formulation and Strategic Objectives; Data Preparation; Analysis; Data mining and Machine Learning techniques

Segmenting the Market
• Basis for Market Segmentation: R-F-M - Recency, Frequency, Monetary: VALS: The Gravity of the Decision Spectrum

Loyalty Schemes
• What is Customer Loyalty? What is a Customer Loyalty Scheme? Do Loyalty Schemes Work?: The Brand Web: Data Mining: Market Basket Analysis: Data Mining: Customer Insights; Criticisms of Customer Loyalty Schemes. Loyalty Programme Success

Customer and Employee Relationships
• The Importance of Corporate Culture and Organisational Climate to Successful CRM; COSE (Customer Oriented Behaviour of Employees); Information SILOs; Internal Marketing:: Empowerment: Frontline Employees: Emotional Labour: Burnout

Communications and CRM
• Direct Marketing: Permission Based Marketing: Levels of Permission; Opt in versus Opt out; Dialogue versus Monologue, Customer co- option of Marketing Messages, Database Management, Social Media Marketing (Social CRM), CMR, Social Networks

Assessment Breakdown	%
Coursework	50.00%
End of Module Assessment	50.00%

Assessments

Full Time

Coursework

Assessment Type:	Assignment	**% of total:**	50
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4,5,6
Non-Marked:	No		

Assessment Description:
Students will be required to complete two assignments – one assessing their knowledge of the theoretical CRM concepts and will therefore be either a case study or an essay. They will also be required to carry out an analytical assignment using CRM software to generate data and customer insights.

End of Module Assessment

Assessment Type:	Terminal Exam	**% of total:**	50
Assessment Date:	End-of-Semester	**Outcome addressed:**	1,2,3,4,5,6
Non-Marked:	No		

Assessment Description:
There will be a two hour final examination at the end of the semester.

No Workplace Assessment

Reassessment Requirement

Repeat failed items
The student must repeat any item failed

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Module Workload

Module Target Workload Hours 0 Hours

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
Independent Learning	No Description	95	Every Week	95.00
			Total Weekly Contact Hours	30.00

Workload: Part Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
Independent Learning	No Description	95	Every Week	95.00
			Total Weekly Contact Hours	30.00

Module Resources

This module does not have any book resources
This module does not have any article/paper resources
This module does not have any other resources

Discussion Note:	