H9CRM: Marketing Insights and Customer Relationship Management

Module Code:	H9CRM
Long Title	Marketing Insights and Customer Relationship Management APPROVED
Title	Customer Relationship Marketing
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
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Departments:	School of Business
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	Understand firms' internal and external relationships with all stakeholders and how they contribute to business success.
LO2	Understand and critique relationship marketing strategies
LO3	Compare and contrast 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	Discuss the management of the customer lifecycle: customer acquisition, customer retention and critically, in the development of customer loyalty.
LO5	Describe 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
The Importance and Elusiveness of Customer Loyalty: Creating Customer Satisfaction: Creating Customer Value: Relationship Marketing

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

Customer Loyalty
The Value Proposition: Customer Lifetime Value: The Total Customer Experience: Customer Retention

Services Industry
The Characteristics of Services: Employee Service: Servicescapes: Social Facilitation Theory

CRM Strategy
Implementing Effective CRM Strategies; Why CRM Fails: Situational Analysis: Building Capabilities

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
Do Loyalty Schemes Work?: The Brand Web: Data Mining: Market Basket Analysis: Data Mining: Customer Insights

Customer and Employee Relationships
Internal Marketing: Organisational Climate: Empowerment: Frontline Employees: Emotional Labour: Burnout

Communications and CRM
Direct Marketing: Permission Based Marketing: Database Management, Social CRM, CMR

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

Assessments

Full Time

Coursework

Assessment Type:	CA 1 (0380)	**% of total:**	50
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description:			
n/a			

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:			
n/a			

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

Module Resources

Recommended Book Resources

Francis Buttle, Stan Maklan. (2019), Customer Relationship Management, Concepts and Technologies, 4th. 15, Routledge, United Kingdom, p.444, [ISBN: 978-1-138-49826-6].

John Egan. (2011), Relationship Marketing: Exploring Relational Strategies in Marketing, 4th Edition. Pearson Education Limited, Essex, England.

Supplementary Book Resources

Adrian Payne. (2013), Strategic Customer Management: Integrating Relationship Marketing and CRM, Cambridge University Press, [ISBN: 978-110764922].

Paul Greenberg. (2010), CRM at the Speed of Light: Social CRM Strategies,Tools and Techniques for Engaging your Customers, 4th. McGraw-Hill.

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: