

MKT215 Customer Relationship Marketing

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: MKT210 Principles of Marketing

Successful marketing doesn't stop with the first sale. This course stresses the importance of making customers into repeat buyers and users. Customer Relations Marketing is a mixture of brand marketing, creative communication, technology and research. The course involves the student in methods of how to build relationships with customers and maintain them over a period of time. It is an essential part of the marketing plan and must be viewed in the context of integrated marketing communications. How to develop and implement the process will be the foundation of the course.

Course Outcomes

At the completion of this course, students should be able to:

- Explain the process of moving the prospect through the stages of awareness, trial, usage and repeat usage.
- Describe the options to building a relationship with a product or service user.
- Develop a customer relationship plan as an addition to a marketing plan.

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).

- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Cundari. (2015). Customer centric marketing: Building relationships and creating advocates in the age of the consumer. Hoboken, New Jersey: Wiley & Sons.

Key journals include:

- *Advertising Age*
- *Ad Week*
- *Journal of Relationship Marketing*

Bookstore Information

The bookstore can be located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the LIB100: eLibrary Overview course and the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:

<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1 The Relationship Between Prospects and Users	
Outcomes	<ul style="list-style-type: none"> • Define the difference between prospect and a user • Discuss how the 4 P's apply to the building of a repeat user • Explain the stages leading to customer relationships
Readings	<ul style="list-style-type: none"> • <i>Customer centric marketing: Building relationships and creating advocates in the age of the consumer</i> <ul style="list-style-type: none"> ○ Intro & Chapter 1 • Niche marketing: Targeting the best prospects • Chapter 3 - Business models and marketing: An overview
Lecture	<ul style="list-style-type: none"> • Relationships Between Prospects and Users
Discussion	Prime prospects
Assignment	Individual Assignment - The 80/20 concept

Week 2 The Move to Customer Focus	
Outcomes	<ul style="list-style-type: none"> • Explain the difference from a product focus to a customer focus • Discuss the transition to a customer focus • Apply the concepts of customer centric marketing
Readings	<ul style="list-style-type: none"> • <i>Customer centric marketing: Building relationships and creating advocates in the age of the consumer.</i> <ul style="list-style-type: none"> ○ Chapter 2 • The transition from transactional marketing to relationship marketing • Five relationship strategies that work • Starbucks customer profile; Relationship marketing customer analysis • How Starbucks builds meaningful customer engagement via social media
Lectures	<ul style="list-style-type: none"> • Customer Focus • The CRM Project Plan
Multimedia	<ul style="list-style-type: none"> • #1 Online Marketing Strategy to Grow Your Business
Discussion	Customer focus
Assignments	Individual Assignment – Advertisement Review CRM Group Project details

Week 3 Analytics and Customer Relationships	
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Outcomes	<ul style="list-style-type: none"> • Explain the benefits of relationship building • Discuss the impact of analytics in relationship marketing
Readings	<ul style="list-style-type: none"> • <i>Customer centric marketing: Building relationships and creating advocates in the age of the consumer.</i> <ul style="list-style-type: none"> ○ Chapter 4 • Prescriptive Analytics • Three Pillars of CRM • Three Pillars of success with CRM
Lectures	<ul style="list-style-type: none"> • Analytics and Customer Relationships
Discussion	Big Data
Assignment	Individual Assignment – Analytics and Relationship Building

Week 4 The Elements of Relationship Communication & Marketing	
Outcomes	<ul style="list-style-type: none"> • Develop objectives for relationship marketing • Explain how relationship marketing is integrated into the marketing plan
Readings	<ul style="list-style-type: none"> • <i>Customer centric marketing: Building relationships and creating advocates in the age of the consumer.</i> <ul style="list-style-type: none"> ○ Chapter 3 • The role of customer gratitude in relationship marketing • An empirical study into the foundations of CRM success
Lectures	<ul style="list-style-type: none"> • The Elements of Relationship Communications and Marketing
Multimedia	<ul style="list-style-type: none"> • Customer relationship marketing • Relationship marketing • Customer relationship marketing
Discussion	The heavy user and prime prospect
Assignments	Individual Assignment – Brand Advocate Group Assignment - CRM project

Week 5 The Elements of Relationship Communication & Marketing (con't.)	
Outcomes	<ul style="list-style-type: none"> • Develop objectives for relationship marketing • Explain how relationship marketing is integrated into the marketing plan • Define some of the aspects of relationship marketing
Readings	<ul style="list-style-type: none"> • <i>Customer centric marketing: Building relationships and creating advocates in the age of the consumer.</i>

	<ul style="list-style-type: none"> ○ Chapter 6 ○ Chapter 7 • Following the fashionable friend: The power of social media • Using social media to extend your email marketing campaign effectiveness • What is social CRM? • Information overload • The dark side of CRM
Lecture	<ul style="list-style-type: none"> • CRM Integration
Discussion	Relationship building
Assignment	Individual Assignment – Connect with customers

Week 6 Ethics	
Outcomes	<ul style="list-style-type: none"> • Apply ethical considerations to marketing decisions • Communicate ethical guidelines to those in decision making roles • Respond to privacy issues in relationship marketing
Readings	<ul style="list-style-type: none"> • Chapter 12: Business ethics in a nutshell • An overview of frameworks for analyzing marketing ethics
Lecture	<ul style="list-style-type: none"> • Ethics and Issues
Multimedia	<ul style="list-style-type: none"> • Ethics in Marketing
Discussion	Ethics on Facebook
Assignment	Individual Assignment - Relationship marketing program

Week 7 Building and Implementing the Plan	
Outcomes	<ul style="list-style-type: none"> • Discuss what elements are needed in a CRM plan
Readings	<ul style="list-style-type: none"> • How to Write a Customer Relationship Plan • Building Customer Relationships • Customer relationship marketing - Don't have a marketing plan? • To DB or not to DB...What was the question, again? • A proper CRM plan involves more than just technology • The new view of relationship marketing: Better integration to deepen brand commitment • Your CRM plan & Relenta CRM

	<ul style="list-style-type: none"> Implementing a relationship marketing program: A case study and managerial implications
Lecture	<ul style="list-style-type: none"> Building and Implementing the Plan
Discussion	Customer service, customer satisfaction and customer relationships
Assignment	Individual Assignment - Outstanding customer service

Week 8	Presentation of the Plan and Wrap Up
Outcomes	<ul style="list-style-type: none"> Assess and evaluate the future of Relationship Marketing Incorporate best practices into a marketing plan
Readings	<ul style="list-style-type: none"> The Future of CRM is Customer Engagement 6 CRM predictions for 2016 The Future of CMR – 6 Predictions
Lecture	<ul style="list-style-type: none"> The Future of Customer Relationship Marketing
Discussion	Building Strong Customer Relationships
Assignment	Group Assignment - Final CRM plan

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Discussions	32%
Assignments	42%
CRM Project Plan	26%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot

overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully. Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website:

<https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>