THE UNIVERSITY OF AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

BUSINESS SCHOOL

Course Outline 2017
INFSYS 344: IT and CUSTOMER RELATIONSHIP MANAGEMENT (15 POINTS)

Semester 2 (1175)

Course Prescription
Customers are the most valuable assets of many firms. Information technologies afford new opportunities for implementing a customer centric approach in business strategy to capture customer value and translate it into business profitability. CRM (Customer Relationship Management) systems are the cornerstone of enterprise systems to manage customer relationships and equity in business organizations. This course aims to introduce concepts in CRM and in the application, implementation and management of CRM technologies. Specifically, it is concerned with examining various information and analytics technologies that have driven innovative customer relationship management and marketing communication, introducing the theories of customer communication and relation management, evaluating the implications and effectiveness of different digital and analytics practices on customer relationship management, and devising data-driven conventional and digital marketing decisions and activities to support organizational strategies.

Programme and Course Advice
No specific prerequisite. However, an adequate quantitative aptitude is essential.

Goals of the Course
This course aims to equip students with comprehensive conceptual understanding and practical analytics techniques to evaluate customer values and formulate and implement customer-centric marketing strategies. It introduces a databased analytics approach to customer relationship management in a variety of business contexts.

Learning Outcomes
By the end of this course it is expected that the student will be able to:

1. Understand the conceptual foundations of CRM, CRM systems and technologies
2. Know the implementation and organizational issues of CRM strategies and systems
3. Understand basic CRM analytic tools and database marketing techniques to manage customer relationships in offline business organizations or non-profit organizations
4. Understand basic CRM analytic tools and database marketing techniques to manage customer relationships in online businesses
5. Apply the analytics techniques to critically analyse marketing activities and propose data-driven marketing solutions

Content Outline
Topic 01 CRM strategy, systems and technologies
Topic 02 CRM process and systems implementation
Topic 03 Customer metrics and economic returns from CRM

Topic 04	Database marketing techniques for CRM
Topic 05	Customer loyalty programs
Topic 06	CRM campaign management
Topic 07	CRM and marketing channel issues
Topic 08	Web analytics
Topic 09	Social issues of CRM

Learning and Teaching

Location:	City Campus
Duration:	One semester
Lectures:	3 hours per week (1-hour session and 2-hour session)
Labs/Tutorials:	If needed, some lectures may be held in labs

Teaching Staff:

Name	Dr. Xinwei Wang
Role	Lecturer
Location	OGGB 04-470
Email	xinwei.wang@auckland.ac.nz
Office Hours	TBA

Learning Resources

Textbook: *Customer Relationship Management: A Databased Approach*, by V. Kumar and Werner Reinartz, John Wiley & Sons (e-book available in the digital library)

Cases: Harvard business school cases will be used for discussion and group assignments throughout the course. Students are expected to purchase the cases themselves.

Readings: will be made available online on Canvas

Assessment

There are several assessments in the course, including individual assignments, group project and final exam. Assessment and project submissions are to be made electronically to correct location by the correct time on the due date. **Late submissions will attract a penalty of 10% per day late.** Please make particular note that unacknowledged copying or plagiarism in completing this work is treated as an examination offence. This course use Turnitin to avoid plagiarism and copying, **a similarity of 15% and higher is considered as plagiarism**.

The final examination will be closed-book. Examinable material may include course notes, readings, case studies, and class discussion.

Assessments

Individual assignments	30%
Group assignments	30%
Final Exam (2 hours)	40%
Total	100%

Learning Outcome	Individual assignment	Group Projects	Final Exam
1	X	X	X
2	X	X	X

3	X	X	X
4	X	X	X
5	X	X	X
6	X	X	X

Inclusive Learning

Students are urged to privately discuss any impairment-related requirements in person and/or in written form with the course convener/lecturer and/or tutor.

Student Feedback

Student feedback is regularly sought in this course and is used to improve the course. Such feedback is welcomed at all times throughout the semester and also through the evaluations that will be conducted at the end of the semester. Students should feel confident to approach either the lecturer or the class rep with any issues or questions that they have.