Course Outline 2018
INFOSYS 344: IT and CUSTOMER RELATIONSHIP MANAGEMENT
(15 POINTS)

Semester 1 (1183)

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 develop comprehensive CRM competency that gives students the knowledge and technique advantages in the increasingly customer-centric and data- and analytics-driven business environment.

The course will enable students to formulate and implement customer-centric marketing strategies, understand, analyse and assess customer behaviours and values, and design CRM programmes to acquire and retain valuable customers in a variety of business contexts. Ultimately, the course will prepare students to improve and transform enterprises’ customer relationship management at both strategic and practical level.

Specifically, students will learn
(1) theoretical and conceptual frameworks of CRM definitions, strategies and implementation process;
(2) CRM best practices;
(3) CRM analytical techniques and tools
(4) CRM metrics to evaluate customer values
(5) ethical issues in CRM

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 strategy and framework
2. Know the implementation and organizational issues of CRM strategies and systems
3. Understand and apply basic CRM analytic metrics and database marketing techniques to evaluate customer behaviours and values
4. Apply the analytics techniques to critically analyse marketing activities and propose data-driven marketing solutions

**Learning and Teaching**
Location: City Campus
Duration: One semester
Lectures: 3 hours per week
Labs/Tutorials: Workshops will be held either in labs or during lectures

**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.

Readings: will be made available online on Canvas

**Assessment**
There are several assessments in the course, including individual assignments, group project and final exam. Individual assignments and group 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**
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<td>Final Exam (2 hours)</td>
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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.