

## Course Outline

**Course Code** : MKT3716  
**Course Title** : Customer Relationship Management  
**Semester** : Semester 2, AY2025/2026  
**Faculty** : Ms Regina Yeo  
**Department** : Marketing  
**Email** : bzyblr@nus.edu.sg  
**URL** : <https://bschool.nus.edu.sg/marketing/faculty>

### Course Description

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It helps us to understand customers' buying behaviour and history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

CRM helps companies to focus on acquiring, retaining, and winning back customers. It highlights the need to move from merely satisfying customers to building strong bonds with them.

The course will help us to understand the delicate balance of the importance between the *hardware* (technologies) and the *heartware* (softskills & people factor).

Firms today face marketing challenges that cross traditional functional boundaries:

- What are my customers' needs? What's most important to them?
- How do I build my business without resorting to endless price promotions?
- How do I manage the various customer service touchpoints and "wow" the service experience?
- How do I attract and retain profitable customers, and manage customer churn?

### Course Objectives

This course in **Customer Relationship Management** aims to achieve the following:

1. understand the role and importance of CRM in the business world
2. know and apply customer satisfaction audit, customer acquisition & retention management, customer equity, customer experience management and customer journey map as it is practiced today through discussions, role plays, scenario and case-based learning
3. learn through best practices and the tools & skills needed for effective CRM

### References and Readings

You are not required to purchase a textbook for this course. Recommended readings and resources include online articles, documentaries, videos and podcasts.

Instead, you will be expected to read widely. A list of recommended readings and references will be provided to enhance your understanding of the topics covered.

**Assessment Components**

Class Participation	20%
Individual Assignments (x2)	40%
Group Project	40%
<b>Total</b>	<b>100%</b>

To benefit from the course, it is important to be positive and have a growth mindset. Whilst we learn to work independently, it is important to be an effective team player as well. It does not augur well if one is a free-rider in group projects. The University takes a stern view of such behaviour. In instances where groups report severe inequity, a peer assessment form may be used to moderate and alter the final scores of students who free-ride.

**Academic Honesty & Plagiarism**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

**Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

## Course Schedule

*(Tentative. Schedule will be confirmed when semester commences)*

Lesson	Topics
1	Introduction to Customer Relationship Management Customer Centricity
2	Customer Equity
3	Customer Satisfaction Audit
4	Customer Insights & Analytics
5	Customer Experience Lifecycle and Customer Journey Mapping Customer Engagement
6	Chinese New Year holiday – no class
	<b>Recess Week</b>
7	Group Presentation – Phase 1
8	Building a Loyalty Program
9	CRM Implementation
10	Managing Crisis Communications as part of CRM
11	Checkpoint : check for understanding and project consultations
12	Group Presentation – Phase 2
13	Group Presentation – Phase 2