

Curriculum Proposal Signature Sheet

ERP 512/

An MBA Elective Course: MKT 512 Customer Relationship Management
TITLE OF PROPOSAL

Type of Proposal

Program

- New
- Changes within Major
- Changes within Cognate *
- Changes in Minor or Track
- Changes in Concentration*
- Program Deletion

Course

- New
- Changes in Course taken only by Majors
- Changes in Course required of Non-Majors*
- Changes in Course open to Non-Majors
- Deletion of Course taken only by Majors
- Deletion of Course required of Non-Majors*
- Deletion of Course open to Non-Majors

Management/Marketing SPONSORING DEPARTMENT(S) Review and Approval DATE(S)

Signature of Sponsoring Chair(s)/Date Delia A. Sunwall Mar. 31, 2009

* For starred items Chairs of affected Departments/Programs must sign below before Dean's review

Dean's Preliminary Review Proposal: Complete
 Additional preliminary comments below Satisfies U of S Curricular Requirements
 Consistent with College Goals/Mission

Dean's Signature/Date [Signature] 3/31/09
 CAS CPS SOM GRAD DHC

Preliminary FSCC Disposition:

- Committee recommends approval (*new program proposals require a Recommendation from the full Senate*)
- Proposal will require minimal review: Anticipated FS Meeting Date: _____
- Proposal will require significant review: Anticipated FS Meeting Date: _____

FSCC Chair Signature/Date _____

Issues: _____

Additional Signatures

graduate program committee [Signature] 3/31/09
Department Signature Date

Department Signature Date

Department Signature Date

New Course

Course Title: Customer Relationship Management

Course Number: MKT 5XX **Date Of Initial Offering:** Spring 2009
Semester year

Rationale for Course level

The course will be taught on-line. "Customer Relationship Management (CRM)" is a strong elective relevant to the current business environment that puts a premium on customer satisfaction and retention. Real world CRM activities often happen in interactions in a virtual environment of stored information, distributed access, and real time and asynchronous interaction involving groups via chat, e-mail and threaded discussions as in the web-based class. This is an opportunity to learn about the theory and practice while using the same environment and toolkits in which the practice will eventually take place. Further, a component of this class will be involving basic configuration and implementation of CRM systems in the SAP environment, which is a industry standard.

This course in CRM addresses the lack of web-based elective courses in marketing in the MBA program.

Credit Hours: **Format:** lecture lab other: Online

Frequency: annual each semester alternate years

Prerequisites: MKT 506

Rationale for pre-requisites (if pre-requisites are listed)

The student must be familiar with the concepts and practice of Marketing Management in order to be able to understand, develop and implement Customer Relationship Management strategies.

Catalog Description (50 word maximum)

The course focuses on a enterprise wide strategy to create a successful customer relationship management program and maintain it on an ongoing basis, by utilizing systems, tools, and techniques that develop a shared view of the customer throughout the enterprise, and using best practice offerings tailored to the appropriate customer relationship life cycle stage. SAP-CRM software platform is utilized for the course.

Similar Courses being offered at the University

None

Discuss Extent of overlap with existing courses

The SAP platform use overlaps with MBA 510, and other courses using it. This is a plus as it reinforces the understanding and expertise in the use of the software.

Special Resources Required (e.g. library, equipment, materials/facilities)

SAP-CRM platform is already available under the University Alliance Agreement with SAP-USA.

Characteristics (check any/all that apply):

Major: Required Elective
GE : submitted to CCC will be submitted to CCC _____ Area Free only
date

- | | | |
|--|---|---|
| <input type="checkbox"/> Humanities (CA) | <input type="checkbox"/> S/B Sciences (S) | <input type="checkbox"/> Cultural Diversity (D) |
| <input type="checkbox"/> Humanities (CH) | <input type="checkbox"/> Natural Science (E) | <input type="checkbox"/> Writing Intensive(W) |
| <input type="checkbox"/> Humanities (CL) | <input type="checkbox"/> Theology/Phil (P) | |
| <input type="checkbox"/> Humanities (CF) | <input type="checkbox"/> Quantitative Reasoning (Q) | |

Interdisciplinary: YES(Marketing and ERP) NO **Team Teaching:** YES Possible
 NO

Exclusively For Special Programs/Concentrations: NO YES (*Name*) _____
Home College: CAS PCPS KSOM GRAD

Required Attachments:

- Syllabus with student learning objectives, assessment/evaluation mechanisms, and outline of topics
- Description of, or example of, readings/papers/projects/examinations
- Assessment/evaluation based course improvement mechanisms

University of Scranton

Kania School of Management

ERP 512 / MKT 512

Syllabus Outline

Instructor: Dr. Satya P Chattopadhyay

Office: BRN 421

Contact: spc354@scranton.edu, 570 941 6196 (office)

Course Description:

This course examines customer relationship management (CRM) as a key strategic process for organizations. Composed of people, technology, and processes, effective CRM optimizes the selection or identification, acquisition, growth and retention of desired customers to maximize profit. SAP CRM platform is used to develop and test CRM applications in this course.

Texts and readings:

1. Customer Relationship Management, 2nd Ed. **ISBN-10:** 1856175227 **ISBN-13:** 978-1856175227
2. Discover SAP CRM **ISBN-10:** 1592291732, **ISBN-13:** 978-1592291731
3. Harvard Business Review on Customer Relationship Management - Paperback (Jan 15, 2002) by C. K. Prahalad, Patrica B. Ramaswamy, Jon R. Katzenbach, et al.
4. Wall Street Journal current articles
5. Assigned readings

Software:

1. SAP GUI frontend (to be provided)
2. SAP CRM (access to hosted software will be provided). Interactive tutorials will be available for download.
3. Access to internet and IE 7.0 Browser necessary for ANGEL platform for web-based instruction

Course Goals and Objectives:

This course will contribute to the following KSOM MBA Learning goals:

1. **Each student will be skilled in recognizing (dealing with) the implications of integrated business processes in managing the enterprise.**
 - o Students will analyze ineffective business practices that result from poorly integrated business processes.
 - o Students will formulate sound proposals for improving integrated business processes.

2. **Each student will be capable of synthesizing/analyzing information as to make sound business decisions.**
 - Students will apply a systematic approach to solving business problems.
 - Students will evaluate documents to support business decisions
 - Students will use appropriate technologies in gathering and analyzing data relevant to managerial decision-making

The main objective of this course is to introduce students to the concepts and methods of customer relationship management (CRM). The course will have a hands-on, applied orientation. Students will use a SAP CRM platform to develop and study real-world CRM practices. Conceptual and analytical exercises will be utilized.

Specifically, the students will

- a. Understand the role of Customer Relationship Management in the context of the Enterprise in general and Marketing in particular
- b. Be familiar with state-of-the-art technology tools in CRM and use industry standard SAP CRM platform to build and test CRM applications
- c. Learn to use CRM data and information for strategic and tactical decisions in the enterprise based on critical thinking and analysis
- d.

Course Methodology and Requirements:

The course will be taught in a web-based format utilizing ANGEL platform. The format requires intensive self-study and collaborative learning in discussion environment. Appropriate software support and access to tutorials for navigating within ANGEL will be provided. On-line discussion forums will be used to discuss conceptual issues in the texts. Discussion forums will also be used for the assigned readings. Tutorials and assignments will be completed using SAP CRM (when needed) and submitted via ANGEL. Group project and collaborative work (as required by instructor) will be done within ANGEL and using IM and "chat" environments as necessary. For the course, Students will:

1. Read assigned chapters from textbook (Text #1)
2. Complete homework assignments and case analysis
3. Prepare readings for review and discussion (Text #3, #4 and #5)
4. Learning to use SAP CRM and complete tutorials and exercises on SAP CRM (Use Text #2)

Grading:

Homework, Cases and SAP CRM exercises: 50%

Discussion Forums for Readings: 30%

Final Project: 20%

Letter grade assignments will follow general KSOM MBA guidelines.

Course Plan

Week 1: Introduction and concepts of CRM

Week 2: Customer Portfolio Management

Week 3: Creating Value for Customers

Week 4 & 5: Developing, Managing and Using Customer Related Databases

Week 6 & 7: Managing Customer acquisition, retention and development

Week 8: Managing Supplier and Partner Relationships

Sample Readings:

CRM literature: conceptual and functional insights by keyword analysis Source: **Marketing Intelligence & Planning; Volume: 27; Issue: 1; 2009**

An exploratory study of implementation of customer relationship management strategy
Source: **Business Process Management Journal; Volume: 13; Issue: 1; 2007**

Strategies for successful CRM implementation Source: **Information Management & Computer Security; Volume: 15; Issue: 2; 2007**

Social marketing: strengthening company-customer bonds Source: **Journal of Business Strategy; Volume: 28; Issue: 3; 2007**

What signifies success in e-CRM? Source: **Marketing Intelligence & Planning; Volume: 27; Issue: 2; 2009**