

SYLLABUS

Customer Relationship Management 7.5 credits M7010N

Customer Relationship Management

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2022-02-11**

Customer Relationship Management 7.5 credits M7010N

Customer Relationship Management

Second cycle, M7010N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G VG *	Företagsekonomi	Business Administration

Main field of study

Business Administration

Entry requirements

Completed courses of at least 120 credits, with at least the grade Pass. This must include the following course: Principles of Marketing (M0004N or M0015N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 30-285 credits

Course Aim

The aim of the course is for the student to be able to critically review and utilize customer relationship management (CRM) theory and apply CRM concepts in a strategic marketing plan. Upon completion of this course, students should be able to:

- explain and use central concepts and theories in the area of CRM
- describe important CRM approaches
- apply CRM concepts for enhancing marketing and customer service
- describe different approaches for redesigning business processes for CRM
- describe and explain the main information technologies enabling CRM
- describe a successful implementation of CRM
- develop ideas and plans in collaboration with other students
- analyse, discuss and defend strategies for CRM implementation
- review scientific articles

Contents

This course provides a review of customer relationship management. This contains what CRM is, the benefits it delivers, the context in which it is used, the technologies that are deployed, and how it can be implemented. This course also shows how CRM practices and technologies are used to enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages while supporting organizational goals.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

Lectures, seminars, supervision, group assignments, case studies and project work. The course contains a project work in consult with relevant literature for drafting a research study.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. Written tests are used to demonstrate student's abilities to explain and use concepts and theories in CRM. Case study and/or project work seminars and reports are used to examine student's ability to:

- describe important CRM approaches
- apply CRM concepts for enhancing marketing and customer service
- describe different approaches for redesigning business processes for CRM
- describe and explain the main information technologies enabling CRM
- describe a successful implementation of CRM
- develop ideas and plans in collaboration with other students
- analyse, discuss and defend strategies for CRM implementation
- review scientific articles

The requirement for passing the course is attendance at compulsory sessions.

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Compulsory tests and assignments	U G VG *	7.5	Mandatory	A07	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-02-

11

Syllabus established

by Department of Business Administration and Social Sciences 2007-02-28