

MKTG 7009 CUSTOMER RELATIONSHIP MARKETING

Credit Points 10

Legacy Code 200736

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Description This is a hands-on unit introducing students to the concept and application of customer relationship marketing. It will present an understanding of relationship management principles as well as an overview and analysis of the various techniques available to companies. This unit will examine CRM in the context of different industries and examine the impact that CRM can have on firm performance. The key is to develop an understanding of customer and consumer needs and aspirations to create effective and long-term relationship strategies. There will be an emphasis on consumer loyalty programs and value-added services. It will also examine how CRM can fit into the overall strategy of the firm.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of key CRM concepts and techniques
2. Illustrate ROI implications for CRM
3. Development of CRM strategies for marketing organisation
4. Demonstrate the importance of CRM strategies to enhance customer relationships

Subject Content

Introduction to Customer Relationship Marketing
 Paradigm Shift in Marketing
 Consumer Motivations to Engage with Marketers
 Business Customer Motivations and Longterm Benefits
 Consumer Lifetime Value
 Data Mining
 Loyalty Programs: Retailer Programs, Memberships and Contracts
 Internet as CRM tool
 Brand Communities
 Added Value
 Business CRM strategies

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Report	2000 word seminar paper + multimedia presentation group task	40	N	Not Known
Applied Project	2500 word individual task	40	N	Not Known
Participation	individual	20	N	Individual

Teaching Periods