**Course Description**

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| **Name of University:** | Rangsit University |
| **School/Faculty/Department:** | International Business  Faculty of Business Administration |

**1. General Information**

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| **1.** | **Course ID and Course Title**  IMK433 Strategic Customer Relationship | |
| **2.** | **Credit Units (Number of hours per week for lecture, lab, and self-study)**  3 hours (3-0-6) | |
| **3.** | **Programme and Categorization of Course**  Bachelor of Business Administration Programme (BBA) in International Business | |
| **4.** | **Responsible Faculty Member and List of Instructors** | |
|  | Aj. Srisongruk Prohmvitak  srisongruk.p@rsu.ac.th |  |
| **5.** | **Semester/Year Level**  2/2024 | |
| **6.** | **Pre-Requisite Course(s) (if any)**  None | |
| **7.** | **Co-Requisite Course(s) (if any)**  None | |
| **8.** | **Place of Study**  Rangsit University, Rangsit University International College | |
| **9.** | **Date of Preparation or Latest Update**  December 2024 | |

**2. Learning Objectives and Development Objectives**

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| **1.** | **Learning Objectives**    The objective of this course is for students to understand the fundamental knowledge of marketing in relation to fostering customer relationships. Students are expected to understand the reasons on why and how customers are engaged and what are the factors to maintain customer loyalty. Through frameworks coupled with business and customer analysis, as well as understanding customer’s insights, students should be able to integrate all knowledge and insights acquired to create an effective strategy to retain current customers and attract new customers. |
| **2.** | **Objectives for Course Development and Improvement**  To integrate customer relationship management concepts with business analysis, with inclusions on the applications of customer data into Machine Learning, Artificial Intelligence and future innovation to fit with upcoming data-driven business analysis. |

**3. Course Content and Activities**

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| **1.** | **Course Content** | | | |
|  | Contents for Strategic Customer Relationship will include the conceptual framework on customer relationship management, customer identification and customer persona in relation to customer value management and customer relationship management, in accordance to the understanding and the ability to identify customer insights based on customer data for customer relationship management analysis and business analysis with applications to the business practices that comply with customer privacy policy. | | | |
| **2.** | **Number of Hours Per Semester** | | | |
| **Lecture** | | **Tutorial** | **Lab/Field Study/Workshop** | **Self-study** |
| Lectures and Discussions:  15 Classes  3 Hours per Class  (Approximately 45 Hours) | | Upon Request | Individual and/or Group Assignments and Projects | 3 - 4 Hours  per Week |
| **3.** | **Number of hours per week for advising and academic counseling for individual students**   * Students can request for academic advices prior to class, in class or after class. * Students can make appointment or stop by at the faculty members’ offices during the specified office hours (6 hours per week). * Students can request academic help through the website of the Department or emails of faculty members. | | | |

**4. Learning Outcomes**

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| **1.** | **Morals and Ethics** | |
|  | Students are expected to grow and develop their understanding towards the business settings through marketing concepts and capture a holistic view of the business world in terms of customer relationship. As well as, the perceived value towards the society as a whole in accordance to the business environment and its customers. | |
|  | **1.1** | **Morals and Ethics Development** |
|  |  | Students are expected to be eager for a broader view in life and in business studies. Along with becoming an individual who is sophisticated, open-minded and accept various viewpoints. |
|  | **1.2** | **Methodology** |
|  |  | Understanding the Strategic Customer Relationship concepts along with business case studies and analysis of various organizations will enhance students’ perception towards the business world and as to how marketing come into action in businesses and affects its customers. |
|  | **1.3** | **Assessment** |
|  |  | Consider the viewpoints of students towards the society and identify student’s perception on business and its effects to the society, in relation to corporate social responsibility and marketing for the benefits of the society. |
| **2.** | **Knowledge** | |
|  | Students are expected to grasp the essence of building customer engagement and customer loyalty and also the knowledge in terms of its principles; in addition, be inspired by the various elements in marketing and management to satisfy consumers. | |
|  | **2.1** | **Knowledge Development** |
|  |  | Students are expected to:   * Acquire understanding on the customer relationship concepts, the management concepts, business analysis and problem-solving insights for customers. * Possess knowledge to analyze and create a strategic customer relationship and customer engagement plan in accordance to project management. Students are expected to be able to integrate knowledge in marketing principles to develop a strategic marketing and customer retention plan. * Students are expected to be analytical with the business knowledge acquired and have problem-solving skills. |

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|  | **2.2** | **Methodology** |
|  |  | Analyze business case studies of various organizations in order to understand the business and its motives such that students can create an effective marketing plan along with plans to maintain customer loyalty and with understanding customer behavior, students can develop plans that is applicable in real business practices.  Knowledge elements through the following tasks:  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Business Case Analysis  - Tests and Examinations  - Class Participations  - Business Projects |
|  | **2.3** | **Assessment** |
|  |  | Assessments:  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Business Case Analysis  - Tests and Examinations  - Class Participations  - Business Projects  Assessments and projects assigned are all constituted to students’ final grade; in which, all assignments and projects involves the evaluation on the understanding and the application of the terminologies, the concept of customer engagement, consumer behavior and business analysis with focus on customers. |
| **3.** | **Intellectual Skills** | |
|  | Students are expected to be able to analyze business situations, problems and apply business knowledge to develop the desired business and are expected to be able to set mitigation plans to solve business problems and customer dissatisfaction that may arise. | |
|  | **3.1** | **Intellectual Skills Development** |
|  |  | Students are expected to:   * Able to analyze business problems and apply marketing principles into practice along with understanding customers and ways to satisfy customers. * Acquire understanding on the marketing insights, the management concepts, business analysis and customer analysis. * Students are expected to be analytical with the business knowledge acquired and able to solve problems. * Understand business, customers and the society. |
|  | **3.2** | **Methodology** |
|  |  | Students are expected to participate in all brainstorming sessions and discussions on business case studies.  Students are also expected to show throughout insights of business through:  - Business Case Analysis  - Business Projects  - Individual Assignments and Presentations  - Group Assignments and Presentations |

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|  | **3.3** | **Assessment** |
|  |  | Assessments:  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Business Case Analysis  - Tests and Examinations  - Class Participations  - Business Projects |
| **4.** | **Interpersonal Skills and Responsibility** | |
|  | Understand business movements and issues in the society in accordance with all-time learning attitude and a growth mindset. | |
|  | **4.1** | **Interpersonal Skills and Responsibility Development** |
|  |  | Students are expected to:   * Articulate business and its environment and to be able to analyze business problems and apply the learned principles into practice. * Able to show leadership, contribute opinions to the class with confidence along with being open-minded on different point of views. * Be a team player. |
|  | **4.2** | **Methodology** |
|  |  | Students are expected to participate in all brainstorming sessions and discussions on business case studies.  Students are expected to develop their intellectual skills through:  - Class Participations  - Business Case Analysis  - Business Projects  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Keep Up to Date with Business News |
|  | **4.3** | **Assessment** |
|  |  | Assessments:  - Class Participations  - Business Case Analysis |
| **5.** | **Qualitative and Communication Skills** | |
|  | Students are expected to be able to apply business processes into constructive decision making through analysis on various business factors. | |
|  | **5.1** | **Qualitative, Quantitative, and Communication skills** |
|  |  | Students are expected to:  - Apply the qualitative and quantitative skills along with using the tools and knowledge in corporate finance, budgeting and accounting to strategically overcome business problems.  - Able to present findings in a professional manner. |
|  | **5.2** | **Methodology** |
|  |  | Students are expected to participate in all brainstorming sessions and discussions on business case studies.  Students are expected to develop their intellectual skills through:  - Initiate Self-Studies  - Keep Up to Date with Business News |
|  | **5.3** | **Assessment** |
|  |  | Assessments:  - Individual Assignments and Presentations  - Group Assignments and Presentations  - Business Case Analysis  - Tests and Examinations  - Class Participations  - Business Projects |

**5. Course Planning and Assessment**

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| **1. Course Planning** | | | | |
| **Class** | **Topics/Details** | **Hours** | **Learning**  **Activities/**  **Media** | **Instructor** |
| 1 | Introduction to Customer Relationship Management (CRM) | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 2 | Strategic Customer Relationship and Consumer Behavior | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 3 | Strategic Customer Relationship through Customer Segmentation, Target Customer and Customer Positioning | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 4 | Customer Value Management (CVM): Value Creation for Customers | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 5 | Customer Persona in relation to Customer Value Management (CVM) and Customer Relationship Management (CRM) | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 6 | Customer Relationship Management Frameworks | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 7 | Customer Insights for Customer Relationship Management | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| Mid-Term Examination | | | | |
| 8 | Customer Privacy and Personal Data Protection Act (PDPA) | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 9 | Customer Retention, Lifetime Value (LTV) and Customer Churn | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 10 | Customer Relationship and Business Measurements | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 11 | Mass Customization and Customer Relationship | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 12 | Communication and Interaction for Customer Engagement and Loyalty | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 13 | Digital Marketing and Social Media for Customer Engagement | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 14 | Innovation for Customer Relationship Enhancement | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| 15 | Corporate Social Responsibility for Customer and the Society | 3 | - Lecture  - Discussion  - Business Case  - Assessment | Aj. Srisongruk Prohmvitak |
| Final Examination | | | | |

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| **2. Assessment** | | | | |
| **Activity** | **Learning Outcome** | **Assessment Method** | **Assessment Week** | **Marks Allocation** |
| 1 | 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 5.1, 5.2, 5.3, 5.4 | Mid-Term Examination  Final Examination | Approx.  Week 8  Approx.  Week 16 | 30%  30% |
| 2 | 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 5.1, 5.2, 5.3, 5.4 | Class Attendance and Participation  Assignments, Presentations and Tests | Entire Semester  Entire Semester | 10%  30% |
| **Total** | | | | **100%** |

**6. Course Resources**

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| **1.** | **Required Textbooks and Readings** |
|  | * Grewal, D. and Levy, M. (2022) Marketing (8th Ed.), New York, McGraw Hill. |
| **2.** | **Supplementary Reading List/References** |
|  | - Business case studies and additional study materials as provided by the lecturer |
| **3.** | **Recommended Reading List/References** |
|  | * Business case studies and additional study materials as provided by the lecturer |

**7. Course Feedback and Improvement**

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| **1.** | **Course Evaluation by Students** |
|  | * End-Semester Questionnaire * Class Evaluation * Discussion with Students |
| **2.** | **Other Methods of Course Evaluation** |
|  | * Discussion with Experts |
| **3.** | **Course Development and Improvement** |
|  | * Research * Seminars * Workshops * Meetings * Course Mentor * Class Observation * Knowledge Sharing |
| **4.** | **Quality Assurance of the Course** |
|  | * Internal Committee * External Committee * Internal Quality Assurance * External Quality Assurance |
| 5. | **Course Revision and Development Plan** |
|  | * Major revision every 5 years * Minor revision where appropriate |