

COURSE SYLLABUS



COURSE TITLE:	MARK 395 - Customer Relationship Management
CLASS SECTION:	001
TERM:	Winter 2025
COURSE CREDITS:	3
DELIVERY METHOD(S):	In class lectures and discussion

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̓SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

This course requires mandatory attendance for the first class meeting.. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Jose Moreno, MBA
EMAIL: morenoj@camosun.ca
OFFICE: CBA 223
HOURS: Tuesdays 2.30 – 3:30 (online or in-person) or by appointment
WEBSITE: <https://online.camosun.ca/d2l/home>

As your course instructor, I endeavor to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will examine the application of customer relationship management (CRM) in a variety of organizational settings. Students will explore database planning, design and creation, and the role of CRM in a firm's marketing strategy on customer relationship building and servicing.

PREREQUISITE(S):

One of:

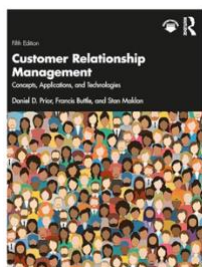
- C in MARK 220
- C in MARK 233

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:

1. Describe how customer relationship management concepts, process and applications, as well as strategy and planning create an environment that achieves excellence in customer service.
2. Analyze trends and issues such as privacy, ethics, customer fatigue, and environmental concerns to determine how they may impact the future of customer relationships and CRM.
3. Demonstrate an understanding of how customer relationship management systems work.
4. Apply CRM principles to develop an effective, ethically-based campaign to generate new customers and prospects.
5. Students explore the considerations required to plan and implement customer relationship structures and practices that are inclusive and meet the needs of diverse customer populations, including Indigenous peoples.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION



Textbook: Prior, D. et al., (2024) *Customer Relationship Management: concepts, applications and technologies* (5th ed). Routledge, New York NY
E-Book ISBN 9781003295150

Available through:

<https://www.vitalsource.com/en-ca/products/customer-relationship-management-daniel-d-prior-francis-v9781000965834>

Shields, K. (2024, January 1). Customer Centric Strategy, 2nd ed. Campus Ontario & BCCampus. Retrieved from <https://collection.bccampus.ca/textbooks/customer-centric-strategy-2nd-edition-435/>

Harvard Business Publishing simulation. Fader, P. (2017). Marketing Simulation: Customer Centricity. Wharton School of Business. (\$48 USD). Retrieve from <https://hbsp.harvard.edu/import/1250367>

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 1 Jan 7/9	Ch. 1	Class Introduction An introduction to CRM Introduction to Trailhead & Trailhead Modules	THM: Activity 1 Jan 9
WEEK 2 Jan 14/16	Ch. 2	Understanding customer-supplier relationships	Quiz 1: Jan 16
WEEK 3 Jan 21/23	Ch. 3	Managing the customer journey Customer Acquisition	THM Activity 2 Jan 23
WEEK 4 Jan 28/30	Ch. 4	Customer retention & development	THM Activity 3 Jan 30

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 5 Feb 4/6	Ch. 5 Sales Force State of Marketing Report (D2L)	Managing customer perceived value Simulation Groups Formed (Feb 6) Introduction to Harvard Business Simulation Simulation Round 1 Feb 6	
WEEK 6 Feb 11/13	Ch. 6	Customer Portfolio Management Simulation Round 2 Feb 11	Quiz 2: Feb 13
WEEK 7 Feb 18/20		Reading Break	
WEEK 8 Feb 25/27	Brewing Peace Case (D2L) Ch. 7	Case Study 1: Brewing Peace Marketing Automation	THM Activity 4 Feb 27
WEEK 9 March 4/6	Ch. 8	Sales Force Automation Simulation Round 3 & 4 March 6	Case Study 1 reflection due March 6
WEEK 10 Mar 11/13	Ch. 9 Customer Centric Strategy	Service Automation	Quiz 3: March 13 THM Activity 5 March 13
WEEK 11 Mar 18/20	Ch. 10 Madriral Case (D2L)	Using Customer-related data for analytics Madriral Case Study (Mar 20)	
WEEK 12 Mar 25/27		Simulation Round 5 & 6. March 25 & 27	Case Study 2 Reflection due
WEEK 13 April 1/3	Ch. 11	Developing & Managing Customer-related Databases Simulation Round 7, 8, & 9 April 3	THM Activity 6 April 1
WEEK 14 April 8/10	Ch. 12; Ch. 13	Simulation De-brief Planning & Organizing for CRM; Implementing CRM	Quiz 4: April 8 April 10 last day of instruction REFLECTION DUE
EXAM WEEK		NO FINAL EXAM	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
QUIZZES & EXAMS	20%
Quiz 1 (Ch 1 & 2)	5%
Quiz 2 (Ch 3 – 6)	5%
Quiz 3 (Ch 7. – 9)	5%
Quiz 4 (Ch 10 – 11)	5%
PROFESSIONALISM/PARTICIPATION/TRAILHEAD ACTIVITIES	14%
Class activities (Trailhead Modules = completion grade) (4 x 3.5% - best 4 of 6)	14%
CASE STUDY ASSIGNMENTS	26%
Brewing Peace	13%
Madrigal	13%
CRM SIMULATION	40%
Simulation (small group)	20%
Individual reflection on learning	20%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

ASSIGNMENTS

The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See current Camosun College Library APA Citation Style Guide (7th edition) available at: <https://camosun.libguides.com/apa7>

Where required by your instructor, submit all assignments into the D2L assignments by your last name. In-text citations for quotes, paraphrasing, and references must be consistent with APA standards.

Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark. All submitted work must be properly referenced to sources.

Unless otherwise specified, you are to submit your own work. Any work collaborated on (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Full assignment descriptions and any associated rubrics are found in the assignments section of the course D2L site.

SCHOOL OR DEPARTMENTAL INFORMATION

DEADLINES and EXAMS

You must submit your assignments by the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm, or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)).

It is understood that emergency circumstances do occur (e.g. severe illness or family emergency); for such circumstances accommodation may be granted at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g. medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

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SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards

Support Service	Website
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities:

<https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines: <https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education.

To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.