Montgomery County Community College
MGT 160
Customer Relationship Management
3-3-0

COURSE DESCRIPTION:
This course introduces students to major issues and creative problem-solving in managing customer relationships. Important strategies necessary to maintain high quality relationships with customers in a competitive, challenging, and complex environment are developed. Current trends in the industry will be reviewed, and students will develop the ability to interpret these trends and will develop the skills necessary to achieve excellence in managing customer relationships in a dynamic marketplace.

REQUISITES:
Previous Course Requirements
None

Concurrent Course Requirements
None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Explain the scope of customer relationship management.	Discussion Case Studies Current Events Assignments Multi-Media materials Projects	Discussion Case Studies Quizzes/Exams CRM Plan Project
2. Examine the rewards and value of customer relationship management in a variety of industries and markets.	Discussion Case Studies Current Events Assignments Multi-Media Materials	Discussion Case Studies Quizzes/Exams CRM Plan Project
3. Analyze the dynamic interaction between customer relationship management and the broader business environment.	Discussion Case Studies Current Events Assignments Multi-Media Materials	Discussion Case Studies Quizzes/Exams CRM Plan Project

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Develop a customer relationship management program to meet the company's goals and objectives.	Discussion Case Studies Current Events Assignments Multi-Media Materials	Written Assignment - Case Studies, Current Events CRM Plan Project

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:
1. Understanding Customer Relationship Management
2. The Challenges of Customer Relationship Management
3. Customer Acquisition
4. Customer Retention
5. Customer Support
6. Reputation Management
7. Empowerment Strategies
8. Maximizing Lifetime Customer Value
9. Solving Difficult Problems in Customer Relations
10. Developing a Customer Relationship Management Strategy
11. Communications in Customer Relationship Management
12. Measurements of Customer Satisfaction
13. Leadership in Customer Relationship Management
14. Delivering Service to the Changing Marketplace
15. Data Mining to Improve Customer Relationship Management
16. Developing Excellence in Customer Relationship Management
17. Looking Toward the Future

LEARNING MATERIALS:
Buttle. (2015) *Customer Relationship Management, 3rd ed.* Taylor Press.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Prepared by: Eileen M. Kearney   Date: 3/2005
Board of Trustees Presentation   Date:
VPAA/Provost Compliance Verification: Date:

Revised by: Eileen Kearney & Ayisha Sereni   Date: 6/2013
VPAA/Provost or designee Compliance Verification:
            Victoria L. Bastecki-Perez, Ed.D.   Date: 6/17/2013

Revised by: Eileen Kearney   Date: 2/27/2018
VPAA/Provost or designee Compliance Verification: Date: 2/28/2018

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.