COURSE DESCRIPTION

This course provides a practical overview of how to design and implement modern digital customer relationship marketing. Students will learn the process of how to deploy and measure the impact of CRM programs aimed at both consumers and business professionals. Examples will be cited throughout the course from industries including healthcare, financial services, airlines, sports and entertainment, and retail. Specific CRM software systems will be explained and referenced.

Topics to include: customer insight mining, social media and search analyses, segmentation, customer database design, promotional media selection, campaign operations, sales force automation, digital engagement analytics, and ROI measurement. Textbook and other readings will be supplemented by a small-group case study project that students develop throughout the term.

COURSE MATERIALS

Course Web Page: http://blackboard.newark.rutgers.edu/

Textbook:

Software
Proficiency with Microsoft Excel is expected for some CRM modeling and ROI calculations. In addition, there will be a dataset available for a database segmentation exercise that can be analyzed with Excel, SAS, Microsoft Access, or other query-analytics software tools. We will aim to teach new software as well for data visualization, search analytics, and social media tracking.

Pre-requisites: Introduction to Marketing; Introductory Statistics
Overlapping concepts with: Design of Experiments, Data Mining, Web Analytics

COURSE FORMAT

The course will consist of a combination of lectures, and class discussion. One or more textbook chapters will be covered in one evening session (see schedule below). Small ad hoc cases will be discussed from time to time. The lecture/discussion component will be devoted to presentation and discussion of theories, concepts, analytical techniques, and methods that are helpful for customer relationship management. Examples across industries will be given. Sessions are accompanied by assigned reading materials from
the text (see schedule below). The text serves as background information for lecture and casework. Students are expected to read the corresponding book section before each class.

POLICIES

- Please adhere to professional behavior in class. Refrain from chatting, reading the newspaper, answering phones, wearing headsets etc. Such behavior is disruptive and discourteous.
- Please do not call the MRIA or and Marketing Sciences Department about grades and other course information. The secretaries in the Department will not have this kind of information.
- Important announcements will be made in class and posted on course web page.
- Final course grades are final. Changes will only be made if there is a mistake in the calculation of the final grade.
- Accommodating students with special learning needs: In accordance with the university policy, students with documented sensory and/or other learning disabilities should inform the professor, so that their special needs may be accommodated.
- Make-up exam for the mid-term is not encouraged, however if it is absolutely necessary to miss the exam, notification must be given BEFORE the exam in a written form.

GRADE DETERMINATION

Class Grading will be based on the following components:
Class Participation 20%
Mid-term exam 25%
Homework exercises 25%
Case Study of CRM (by group) 30%

HOMEWORK ASSIGNMENTS

Most weeks there will be a problem set of homework assignments based on the textbook. These should be handed in by email or printout before beginning of next class.

FINAL GROUP PROJECT

The final project will account for 30% of your performance. You are going to present a detailed case of a CRM project with segmentation, promotional plan, value proposition, in-market tactics, and pro-forma ROI. Different members of the group should take the lead on different components of the presentation. Each group will have roughly 15-20 minutes to present.
EXAM POLICY

A midterm exam will be given that will test recall of some of the CRM fundamentals presented within the first half of the course. The test will be roughly 75 minutes, in class, closed book. Grades will be provided within two weeks afterwards.

• All requests for regarding of exams must be made in email and state clearly the basis of the request, within 14 days of the date of exams returned.

CONFIDENTIALITY

From time to time in the course, you will be exposed to potentially sensitive company data. In order to assure continued support for the school and this course, it is assumed that no course materials, data, or software will be reproduced or shown to anyone outside this class without the instructor's consent.

TEACHING ASSISTANTS

There is no teaching assistant for this course.

TENTATIVE COURSE OUTLINE

Sept. 3rd     Course Introduction; overview of RM and its changing role
  • Topics: Digital trends for consumers and professionals; changing promotional landscape; RM Examples: health, banking, retail

Sept. 10th    Relationship Marketing Frameworks
  • Topics: customer journey, acquisition, conversion, loyalty; project life cycle; campaigns

Sept. 17th    Quantifying the impact of Relationship Marketing
  • Topics: forecasting, pro-forma ROI

Sept. 24th    Customer Research for Relationship Marketing
  • Topics: social media and search analytics, market research, segmentation studies; transactional data visualization (Spotfire)

Oct. 1st      Segmentation Strategy and Targeting for CRM:
  • Topics: dimensions of segmentation, targeting, market research, personas, journeys. Creating segments from transactional data

Oct 9th       Business to Business: Sales Forces and CRM
  • Topics: Sales force structure, sales force automation, iPad selling

Oct 15th     ** Strategy for RM: Messaging, Creative, Channel Planning
• Topics: RM Insights, customer needs, value proposition, creative development, media and channel planning

Oct 22nd  Mid-term exam (half of session); complete CRM design
• Topics: offers and incentives, review CRM overall design components, examples from industry

Oct 29th  Measurement Planning and Forecasting
• Topics: Pro-forma projections; campaign test designs, measurement planning

Nov. 5  ** CRM Database Management
• Topics: Database design, demographic data appends, segmentation, business rules engines

Nov 12 Deployment of CRM
• Topics: Implementing Tactics over channels, offer codes, campaign operations, training

Nov 19 Measurement of CRM
• Topics: Media analytics, ATU studies, digital measurement, ROI analysis

Nov. 26th  NO CLASS – Thanksgiving Schedule Adjustment

Dec 3th  Sharing CRM Case Study Projects
• Topics: Project readouts; 20 minutes each group for a presentation.

Dec 10th  Finish Project readouts; Conclusions -- LAST SESSION
• Topics: Optimization; Advanced Topics; Resources

NOTE: (** = Guest lecturer, industry expert expected).