

**MODULE SPECIFICATION FORM**

Module Title: Customer Relationship Management	Level: 6	Credit Value: 20
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Module code: BUS604	Cost Centre: GAMG	JACS2 code:N200
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Semester(s) in which to be offered:	With effect from: Sept 2012
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<b>Office use only:</b> To be completed by AQSU:	Date approved: Date revised: Sept 12 Version no: 1
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Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic area: Management	Module Leader: Brian Jones
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Module duration (total hours): 200 Scheduled learning & teaching hours: 33 Independent study hours: 167  Placement hours: None	Status: core/option/elective (identify programme where appropriate): Core on BA Business Marketing, Option on other programmes
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Percentage taught by Subjects other than originating Subject (please name other Subjects): None
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Programme(s) in which to be offered: BA (Hons) Business and Events Management BA (Hons) Business Management BA (Hons) Business Marketing BA (Hons) Business Accounting	Pre-requisites per programme (between levels): None
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<b>Module Aims:</b>
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The purpose of the module is to

- 1 To provide students with conceptual frameworks and tools for determining and managing appropriate relationships and communications with a range of organisational stakeholders in a variety of contexts.
- 2 To provide a specialist focus on the role of selling, key account management and customer service as key roles in the relationship building process.

### Expected Learning Outcomes

Upon completion of this module, students should be able to:

1. Critically review the importance of the application of relationship marketing to effective business management
2. Evaluate and propose appropriate solutions to specific relationship problems in a diverse range of settings and contexts
3. Obtain detailed knowledge and in-depth awareness for the nature and role of selling, as well as key account or customer relationship management in enhancing business relationships
4. Evaluate the key tasks involved in selling and demonstrate a wide range of techniques for achieving sales and building a relationships.

Transferable/Key Skills and other attributes:

Identify and define complex problems and their application

Engage effectively in debate and sales presentation skills

Negotiate in a learning context

Apply critical judgement in the selection of customers and allocation of resources

Assessment 1 will assess the student's ability to interact effectively within a learning group while performing complex skills via role play exercises. Indicative assessment will involve 2 negotiation exercises, the first (1a) of which is individually assessed by the tutor and via peer review using an observation form (10%, approx 500 words). The second exercise (1b) is a grouped assessed negotiation which again is assessed by the tutor and via peer review using an observation form but also incorporates individual evaluation of their own/ teams performance (30%, approx 750 words).

Assessment 2 will review the importance of relation marketing and selling in a scenario context or via a case study

Assessment number (use as appropriate)	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (if coursework)
Assessment One:	LO 1-2	Negotiation	40%		1250

Assessment Two:	LO 1-3-4	Coursework	60%		1500
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#### Learning and Teaching Strategies:

The module will utilise a range of workshops, case studies, Moodle participation, tutorial discussions and keynote lectures. Students will undertake a range of sales planning and negotiation role play exercises to reinforce the learning outcomes

#### Syllabus outline:

Rethinking marketing – the linkages between marketing, customer service and quality  
Expanding the marketing mix and the six markets model  
Developing a relationship strategy/ Segmentation and positioning  
Quality as a competitive strategy/ Service quality models  
Achieving employee commitment/ Empowerment  
Delivering customer satisfaction  
The nature and role of selling, sales management  
Role of key account and customer relationship managers  
Territory planning, time management  
Sales forecasting  
Negotiation

#### **Bibliography**

##### Essential Reading:

Buttle F, (2008) *Customer Relationship Management*, 2<sup>nd</sup> edition Elsevier Butterworth Heinemann ISBN 9781856175227

Kennedy G, (2010), *Everything is Negotiable*, 4<sup>th</sup> edition Independent Publisher Group ISBN 9781847940018 (printed) 9781409020882 (eBook)

McDonald, M. and Woodburn, D (2011) *Key Account Management*. 3<sup>rd</sup> Edition John Wiley ISBN 9780470974155 (printed) 9780470974728 (eBook)

##### Recommended Readings:

Little, E and Marandi, E (2003, *Relationship Marketing Management*, London, Thomson  
Jobber, D and Lancaster G (2012), *Selling and Sales Management*, 8<sup>th</sup> edition Prentice Hall

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