



# MRKT19049 *Customer Relationship Marketing*

## Term 1 - 2017

Profile information current as at 19/05/2022 09:30 pm

All details in this unit profile for MRKT19049 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

The unit covers the essential elements of customer relationship marketing for organisations engaged in business-to-consumer (B2C) and business-to-business (B2B) markets. This unit addresses how relationships are initiated, developed and maintained overtime, what roles managers play in maintaining customer relationships in their organisations, how these activities are evaluated and compensated, what benefits/advantages are created by sustained customer relationships, and how customer relationships vary across industries/sectors.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: MRKT11029 or MRKT11028

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 1 - 2017

- Brisbane
- Distance
- Melbourne
- Sydney

### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 20%

#### 2. **Online Quiz(zes)**

Weighting: 30%

#### 3. **Presentation and Written Assessment**

Weighting: 50%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student feedback in 'Have your Say'

**Feedback**

The quiz given was incredibly difficult and did not reflect the learning material. The book was hard to navigate with items not being in the index that we were talking about.

**Recommendation**

It is recommended that students read the prescribed text chapters, reading materials, and PPT so that they are able to identify the solutions.

**Action**

Workshop sessions stressed this aspect but students were largely unprepared and did not attend consistently.

#### Feedback from Student feedback in 'Have your Say'

**Feedback**

Moodle did not work well on my iPad

**Recommendation**

Recommend to TaSAC that core programs such as Moodle are compatible with Apple hardware and operating system.

**Action**

With increasing mobility and devices, an ability for students to use their iPads to access Moodle would be an advantage.

#### Feedback from Student feedback in 'Have your Say'

**Feedback**

It was difficult to communicate with my lecturer on the forums and via email.

**Recommendation**

The course coordinator will post relevant announcements on the Moodle site and student queries will be responded.

**Action**

Moodle posts and emails were used extensively through the term. Emails direct to the UC were tracked and retained on file for audit purposes.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Identify and discuss the critical theories, models, environmental forces, key stakeholders and current industry practices affecting customer relationship marketing in the 21st Century.
2. Demonstrate an understanding of planning, implementing, controlling, and maintaining B2B and B2C programs within the customer relationship marketing environment.
3. Develop, justify and evaluate customer relationship marketing programs within B2B and B2C marketing settings.
4. Assess the effects of social, environmental and ethical groups and their activities in managing, and successfully implementing the customer relationship marketing programs.

The Unit Learning Outcomes for MRKT19049 are linked directly to the Marketing Course Learning Outcomes and are also consistent with the learning outcomes as specified in the threshold learning standards for the bachelor's level marketing degrees, developed by TEQSA under the Higher Education Standards Framework.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



N/A  
Level



Introductory  
Level



Intermediate  
Level



Graduate  
Level



Professional  
Level



Advanced  
Level



## Textbooks and Resources

### Textbooks

MRKT19049

#### Prescribed

#### **Relationship Marketing: Exploring Relational Strategies in Marketing**

Edition: 4 (2011)

Authors: John Egan

Financial Times/Prentice Hall

Harlow , Essex , United Kingdom

ISBN: 9780273737780

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

#### You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office
- Zoom.us

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Malcolm Johnson** Unit Coordinator

[m.n.johnson@cqu.edu.au](mailto:m.n.johnson@cqu.edu.au)

## Schedule

### Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
100 Years of Marketing & Relationships in Marketing	1 & 2	Zoom: Online workshop: Welcome to the unit

### Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Relationships	3	

### Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Relationship Economics	4	Zoom: Online workshop for Assessment #1

### Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Strategy Continuum & Relationship Drivers

5 & 6

**Case Study** Due: Week 4 Friday (31 Mar 2017) 5:00 pm AEST

#### Week 5 - 03 Apr 2017

Module/Topic

Chapter

Events and Submissions/Topic

Customer Partnerships

7

Zoom: Online workshop to prepare for Assessment #2

#### Vacation Week - 10 Apr 2017

Module/Topic

Chapter

Events and Submissions/Topic

#### Week 6 - 17 Apr 2017

Module/Topic

Chapter

Events and Submissions/Topic

Internal Partnerships

8

#### Week 7 - 24 Apr 2017

Module/Topic

Chapter

Events and Submissions/Topic

Supplier Partnerships

9

**Online Quiz** Due: Week 7 Friday (28 Apr 2017) 5:00 pm AEST

#### Week 8 - 01 May 2017

Module/Topic

Chapter

Events and Submissions/Topic

External Partnerships

10

#### Week 9 - 08 May 2017

Module/Topic

Chapter

Events and Submissions/Topic

Relationship Management

11

Zoom: Online workshop to prepare for Assessment #3

#### Week 10 - 15 May 2017

Module/Topic

Chapter

Events and Submissions/Topic

Relationship Technology

12

#### Week 11 - 22 May 2017

Module/Topic

Chapter

Events and Submissions/Topic

Conceptual Developments

13

Zoom: Online workshop prior to submitting Assessment #3

#### Week 12 - 29 May 2017

Module/Topic

Chapter

Events and Submissions/Topic

Assessment #3 CRM Presentations

**Customer Relationship Marketing report and Class Presentation or Sound/Video file** Due: Week 12 Monday (29 May 2017) 9:00 am AEST

#### Review/Exam Week - 05 Jun 2017

Module/Topic

Chapter

Events and Submissions/Topic

#### Exam Week - 12 Jun 2017

Module/Topic

Chapter

Events and Submissions/Topic

## Term Specific Information

To contact the Unit Coordinator:

**Unit Coordinator: Dr Malcolm Johnson**

**Email: MRKT19049-admin@cqu.edu.au**

If sending an email, please:

1. Include the Unit code in the Subject line
2. Ensure your questions are succinct.

**Phone: 07-40374731**

Please leave a message: clearly state the unit code, your name, your question, and then a contact number (**please repeat your contact number S-L-O-W-L-Y at the end of the message**).

**Campus Lecturers:** *Brisbane:* Sandra Sergeant (s.sergeant1@cqu.edu.au); *Sydney:* Brenton Price (b.price@cqu.edu.au); *Melbourne:* Dr Steven Mennen (s.mennen@cqu.edu.au)

## Assessment Tasks

### 1 Case Study

#### Assessment Type

Written Assessment

#### Task Description

Your task is to read a case study given to you at the commencement of the Term. In no more than 1000 words, not including references, answer **both** questions at the end of the case study.

#### Skills

- This is an individual assessment (no groups).
- Case studies help students recognise, diagnose and define problems.
- Case studies are common methods of problem-based learning.
- Case studies make learning relevant to real-world situations.

#### Instructions

- Present your case study answers in a formal Word document format.
- Please use size 12 font with 1.5 line spacing in a Word document (no PDF).
- Your case study answers need to cover in total at least five (5) scholarly journal articles or academic text books, excluding the course text and references pointing to a Website, on the topic.
- Selection of literary support from Google; Wikipedia; www.NetMBA.com; www.marketingteacher.com, www.tutor2u.com and similar will be treated very negatively. PLEASE BE AWARE, THESE ARE NOT APPROPRIATE SOURCES FOR YOUR ACADEMIC ASSIGNMENTS AND USE OF THEM IS NOT ACCEPTABLE.

#### Assessment Due Date

Week 4 Friday (31 Mar 2017) 5:00 pm AEST

#### Return Date to Students

Week 5 Friday (7 Apr 2017)

#### Weighting

20%

#### Assessment Criteria

- Question 1 answer. Out of 7 marks.
- Question 2 answer. Out of 8 marks.
- Structure, grammar and presentation. Out of 2 marks.
- Citations and Reference list (APA format). Out of 3 marks.
- **Total: Out of 20 marks**

#### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

#### Submission

Online

### Submission Instructions

Please ensure that your assignment is in Word format and submitted through Turnitin in Moodle.

### Learning Outcomes Assessed

- Identify and discuss the critical theories, models, environmental forces, key stakeholders and current industry practices affecting customer relationship marketing in the 21st Century.
- Demonstrate an understanding of planning, implementing, controlling, and maintaining B2B and B2C programs within the customer relationship marketing environment.
- Develop, justify and evaluate customer relationship marketing programs within B2B and B2C marketing settings.
- Assess the effects of social, environmental and ethical groups and their activities in managing, and successfully implementing the customer relationship marketing programs.

### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 2 Online Quiz

### Assessment Type

Online Quiz(zes)

### Task Description

**Online Quiz comprising 30 questions. Duration 60 minutes.**

This one hour online exam will cover material from lectures and the chapters covered in Weeks 1-5 inclusive. The online exam will open at 5:00 PM on Friday in Week 6 and close at 5:00PM on Friday in Week 7. You can complete it at any time during this period.

Skills

- This is an individual assessment (no groups).
- Quiz will test knowledge and understanding.
- Answer format will be a combination of multiple choice and true or false.

Instructions and advice

- Quiz will be available in the **Assessment** block on the Unit's Moodle site.
- Responsibility for access, Internet Service Provider, browsers, Internet connection and the computer you use remains with the student.
- Refer system access problems (e.g. Moodle login or password issues) to the Technology and Services Assistance Centre (tasac@cqu.edu.au) as soon as possible.
- Any problems during the quiz (e.g. screen has frozen) email the Course Coordinator ([MRKT19049-admin@cqu.edu.au](mailto:MRKT19049-admin@cqu.edu.au)) as soon as possible providing your name, student number, campus and approximate time the problem occurred.
- We encourage you to use your own timer and not rely on the computer.
- The online quizzes will be available 24 hours a day from the opening day/time until the closing day/time.
- We encourage you not to wait until the last day to complete the quiz.

### Number of Quizzes

1

### Frequency of Quizzes

Other

### Assessment Due Date

Week 7 Friday (28 Apr 2017) 5:00 pm AEST

Quiz will open 5:00PM Friday Week 6 and close 5:00PM Friday Week 7 AEST.

### Return Date to Students

Monday (1 May 2017)

Marks automatically available on completion of the quiz



## Weighting

30%

## Assessment Criteria

- Each question is worth one mark.
- Length 30 questions.
- Duration 60 minutes
- **Total: Out of 30 marks.**

## Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online

## Submission Instructions

Access the exam through Moodle

## Learning Outcomes Assessed

- Identify and discuss the critical theories, models, environmental forces, key stakeholders and current industry practices affecting customer relationship marketing in the 21st Century.
- Demonstrate an understanding of planning, implementing, controlling, and maintaining B2B and B2C programs within the customer relationship marketing environment.
- Develop, justify and evaluate customer relationship marketing programs within B2B and B2C marketing settings.
- Assess the effects of social, environmental and ethical groups and their activities in managing, and successfully implementing the customer relationship marketing programs.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 3 Customer Relationship Marketing report and Class Presentation or Sound/Video file

### Assessment Type

Presentation and Written Assessment

### Task Description

#### Assessment "Reasons Why Customer Relationship Marketing is Important in Business" (50%)

Choose **one** organisation (perhaps even CQU) where you are already a customer/client, and where there is some evidence that they use relationship marketing. Your task in this group assessment is to write an insightful 3000 word report (maximum: penalties apply if this is exceeded) on the organisation's CRM and to deliver a five minute presentation of key findings.

#### Some words of caution:

ALL submissions are scrutinised by Turnitin and compared with work that has been submitted by your colleagues, and those that have taken this unit in prior semesters. Significant penalties apply if any part of a submission is not your own work.

### CRM Report

1. Identify and explain the customer relationship marketing techniques used by the organisation (e.g. customer satisfaction survey for important feedback, customer service departments, maintenance plans and promotions, instalment payment plans, extended warranties etc.);
2. Discuss the different methods used by the organisation for attracting and keeping customers (e.g. marketing campaigns promoting the firm, special pricing offers, quality products/services, loyalty schemes, club memberships, free gifts, valued customer bookings etc.);
3. Discuss how the organisation makes use of customer relationship management (CRM) systems (e.g. customer satisfaction monitoring, software systems that manage billings, analysis of customer data, triggers for sales promotion activities etc.); and
4. Provide three ways your chosen organisation might improve relationships with its customers.

## Skills

1. This is a group assignment (two to three people per group) encouraging development of skills in team work
2. Encourages application of evidence-based insights through consulting a wide range of academic research journals.
3. As a comprehensive analysis, this assignment will provide you with the opportunity to demonstrate what you have learnt in this course; and
4. Customer Relationship Marketing reports are an essential aspect in marketing.

## Instructions

1. The Customer Relationship Marketing report will be presented as a formal business report;
2. Please use size 12 font with 1.5 line spacing in a Word document (no PDF);
3. Your report needs to cover at least ten scholarly journal articles, excluding the course text and references pointing to a Website, on the topic; and
4. Selection of literary support from Google; Wikipedia; www.NetMBA.com; www.marketingteacher.com, www.tutor2u.com and similar will be treated very negatively. PLEASE BE AWARE, THESE ARE NOT APPROPRIATE SOURCES FOR YOUR ACADEMIC ASSIGNMENTS AND USE OF THEM IS NOT ACCEPTABLE.

## Presentation

On submission of your written report, you are required to make a five minute presentation on your report (with supporting Word script).

On-campus students will deliver your presentation in class, and submit your script on Moodle.

Off-campus students will record a sound or video file of your presentation, and submit the file and your script on Moodle.

## Skills

1. This is a group assignment as noted above;
2. The assignment assesses your ability to personally 'brief' a client or business owner/manager on the importance of Customer Relationship Marketing (CRM); and
3. Encourages application of evidence-based insights to persuasively support your recommendations.
4. Participation in the Assignment Discussion Forum will extend the development of your skills in team work and improve the quality of the presentation.

## Instructions

1. Maximum duration: 5 minutes;
2. The written script has no word limit but should reflect each word spoken in the presentation;
3. Use of PowerPoint slides is not necessary;
4. If you decide to use PowerPoint slides, five slides are maximum;
5. Citations and a reference list is not required;
6. Target audience: a client or a business owner/manager;
7. On-campus students 'deliver' during the class, and then submit your script on Moodle;
8. Off-campus students must upload a sound or video file to Moodle and also submit your script on Moodle; and
9. As this is an assessment item, you are not permitted to post your sound or video file on YouTube or any other publicly accessible site.

## Assessment Due Date

Week 12 Monday (29 May 2017) 9:00 am AEST

Report and Presentation due at the same time

## Return Date to Students

Exam Week Friday (16 June 2017)

After ratification of unit results by the Assessment Board

## Weighting

50%

## Assessment Criteria

### CRM Report

- Executive summary. (Out of 2 marks)
- Introduction. (Out of 2 marks).
- Identification and explanation of relationship marketing techniques. (Out of 5 marks)
- Customer acquisition and retention strategies. (Out of 7 marks)
- Use of CRM system. (Out of 7 marks)
- Conclusion. (Out of 2 marks)
- Three recommendations. (Out of 4 marks)

- Structure, grammar and presentation. (Out of 5 marks)
- Citations and Reference list. (Out of 6 marks)
- **Total: Out of 40 marks**

### **CRM Presentation**

- Clear and confident delivery. (Out of 2 marks)
- CRM defined and explained. (Out of 4 marks)
- Importance of CRM. (Out of 4 marks)
- **Total: Out of 10 marks**

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Please ensure that your assignment is in Word format and submitted through Turnitin in Moodle.

### **Learning Outcomes Assessed**

- Identify and discuss the critical theories, models, environmental forces, key stakeholders and current industry practices affecting customer relationship marketing in the 21st Century.
- Demonstrate an understanding of planning, implementing, controlling, and maintaining B2B and B2C programs within the customer relationship marketing environment.
- Develop, justify and evaluate customer relationship marketing programs within B2B and B2C marketing settings.
- Assess the effects of social, environmental and ethical groups and their activities in managing, and successfully implementing the customer relationship marketing programs.

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem