

# THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

## COURSE UNIT DESCRIPTION

Course Unit Title	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	
Course Unit Code	MA520	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Number of ECTS Credits	3 ECTS	
Course Unit Objectives	The objective of this course is to allow participants to develop their knowledge and skills around the notion of CRM (Customer Relationship Management), customer satisfaction and customer loyalty. At the end of this course, participants will be able to apply the acquired knowledge and necessary soft skills to contribute to the successful customer relationship performance of their organization.	
Learning Outcomes	On completion of the course the students are expected to be able to:	
	CILO1	Apply CRM concepts and techniques
	CILO2	Employ the right customer service skills - mainly soft skills – to turn satisfied customers into loyal ones
	CILO3	Surpass customers’ expectations and create positive and memorable customer experiences
	CILO4	Handle customer complaints effectively
	CILO 5	Apply problem-solving techniques in order to satisfy customers and differentiate from competitors
Name of Lecturer(s)	Mr Michael Virardi	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	<ol style="list-style-type: none"> <li>1. Introduction to the notion of CRM (Customer Relationship Management)</li> <li>2. Defining customer care and its key principles</li> <li>3. CRM advantages</li> </ol>	CILO2,3
	<ol style="list-style-type: none"> <li>4. Case Study 1: “Snoop out Great Service”</li> </ol>	CILO2,3
	<ol style="list-style-type: none"> <li>5. CRM applications and examples (customer delight methods)</li> <li>6. Differentiate or Die: The 5 ways of differentiating successfully</li> </ol>	CILO1,5
	<ol style="list-style-type: none"> <li>7. Michael R. Virardi’s Circle of Loyalty Formula</li> <li>8. Customer Complaint Handling Methods</li> </ol>	CILO4
	<ol style="list-style-type: none"> <li>9. Body language</li> <li>10. Problem Solving Techniques</li> </ol>	CILO1

	<b>11. Activity on Customer Care and student involvement</b>	
Recommended or required reading	<p>Handouts with lecture slides, problem exercises, and case study materials are provided for each student in class and/or via CIIM Moodle.</p> <p><u>Text books:</u></p> <p>Gitomer, J. (1998). <i>Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless</i>, 1<sup>st</sup> edition.</p> <p>Hsieh, T. (2010). <i>Delivering Happiness</i>, 1<sup>st</sup> edition.</p> <p><u>Further reading:</u></p> <p>Kawasaki, G. (2011). <i>Enchantment: The Art of changing hearts, minds and Actions</i>, 1<sup>st</sup> edition.</p> <p><u>Recommended web resources:</u></p> <p>Success Magazine: <a href="http://www.success.com">http://www.success.com</a></p> <p>Seth Godin: <a href="http://www.sethgodin.com/sg/">http://www.sethgodin.com/sg/</a></p> <p>Jeffery Gitomer: <a href="http://www.gitomer.com">http://www.gitomer.com</a></p>	
Planned learning activities and teaching methods	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Case studies</li> <li>• In-class discussion and debates</li> <li>• Online course materials and activities via CIIM Moodle</li> </ul>	
Assessment methods and criteria	<p>Individual assignment - 60%</p> <p>Case 1: Group work – 20%</p> <p>Case 2: Group work – 20%</p>	
Language of Instruction	English	
Work Placement(s)	Not applicable	