



**FACULTY OF BUSINESS**  
**BACHELOR OF MANAGEMENT**  
**LEARNING MODULE OUTLINE**

|                       |                                  |               |                     |
|-----------------------|----------------------------------|---------------|---------------------|
| Academic Year         | 2024-2025                        | Semester      | 2 <sup>nd</sup>     |
| Module Code           | MRKT3170-321                     |               |                     |
| Learning Module       | CUSTOMER RELATIONSHIP MANAGEMENT |               |                     |
| Pre-requisite(s)      | NIL                              |               |                     |
| Medium of Instruction | ENGLISH                          |               |                     |
| Credits               | 3                                | Contact Hours | 45                  |
| Instructor            | Dr. Sally Tam                    | Email         | sallytam@mpu.edu.mo |
| Office                | Meng Tak Building M550           | Office Phone  | 8599-3296           |

**MODULE DESCRIPTION**

This module introduces students to learn CRM's strategy and methods through marketing, and management dimensions. CRM's strategy and methods increase customer satisfaction and to improve and maintain customer relationships CRM's tasks emphasize on coordinating the activities of internal functions and on utilizing the resources of external to integrate and strengthen the processes of delivering superior customer value.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

On completion of this learning module, students will be able to:

|     |  |
|-----|--|
| M1. | Assess the nature and role of customer relationship management for different organizations.  |
| M2. | Appraise the IDIC model.   |
| M3. | Critically synthesize the appropriate tools for identifying the customers, differentiating the customers, interacting with the customers for customizing the offerings to meet individualized needs. |
| M4. | Critically determine the success of customer-based initiatives.  |

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

| PILOs   | M1 | M2 | M3 | M4 |
|---|----|----|----|----|
| P1. Integrate contemporary management theories and business disciplines relevant to general business practices. | ✓  | ✓  |    |    |
| P2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.            |    |    | ✓  | ✓  |



|   |     |   |   |  |
|---|-----|---|---|--|
| P3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.  | N/A |   |   |  |
| P4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.                       | N/A |   |   |  |
| P5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.                             |     | ✓ | ✓ |  |
| P6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.  |     | ✓ | ✓ |  |
| P7. Interpret and utilize management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process. | N/A |   |   |  |

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

| Week  | Content Coverage   | Contact Hours |
|-------|--|---------------|
| 1-2   | Evolution of Relationships with Customers and Strategic Customer Experiences | 3.5           |
| 2-3   | The Thinking behind Customer Relationships that Leads to Good Experiences    | 3.5           |
| 3-4   | Customer Relationships: Basic Building Blocks of IDIC and Trust              | 3.5           |
| 4-5   | Identifying Customers  | 3.5           |
| 5-6   | Differentiating Customers by Their Value                                     | 3.5           |
| 7     | Midterm Examination  | 3.0           |
| 8-9   | Differentiating Customers by Their Needs                                     | 3.5           |
| 9-10  | Interacting with Customers: Customer Collaboration Strategy                  | 4.0           |
| 10-11 | Customer Insight, Dialogue, and Social Media                                 | 3.5           |
| 11-12 | Privacy and Customer Feedback  | 3.5           |
| 12-13 | The Payoff of IDIC: Using Mass Customization to Build Learning Relationships | 4.0           |
| 14    | Project Auditing, Presentation and Discussions                               | 3.0           |
| 15    | Final Examination  | 3.0           |
|       | Total  | 45.0          |



## TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

| Teaching and Learning Activities                         | M1 | M2 | M3 | M4 |
|--|----|----|----|----|
| T1. Interactive lectures                                 | ✓  | ✓  | ✓  | ✓  |
| T2. In-class exercises, quizzes, and midterm examination | ✓  | ✓  | ✓  | ✓  |
| T3. Group project and presentation                       | ✓  | ✓  | ✓  | ✓  |

## ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

## ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

| Assessment Activities             | Weighting (%) | ILOs to be Assessed |
|-----------------------------------|---------------|---------------------|
| A1. Assignments/Quizzes (graded)  | 10            | 1-4                 |
| A2. Group project (graded)        | 20            | 1-4                 |
| A3. Mid-term examination (graded) | 30            | 1-3                 |
| A4. Final examination (graded)    | 40            | 1-4                 |
| Total                             | 100%          |                     |

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



## GRADING SCHEME

This learning module is graded using the following system:

| Letter Grade  | Mark Ranges             | Grade Definition | Assessment  |
|---------------|-------------------------|------------------|---|
| A<br>A-       | 93-100<br>88-92         | Excellent        | A superior performance with consistent strong evidence of: <ul style="list-style-type: none"><li>• a comprehensive, incisive grasp of the subject matter</li><li>• an ability to make insightful critical evaluation of the material given</li><li>• an exceptional capacity for original, creative, and/or logical thinking</li><li>• an excellent ability to organize, to analyze, to synthesize, to integrate ideas, and to express thoughts fluently.</li></ul> |
| B+            | 83-87                   | Very Good        | An excellent performance with strong evidence of: <ul style="list-style-type: none"><li>• a comprehensive grasp of the subject matter</li><li>• an ability to make sound critical evaluation of the material given</li><li>• a very good capacity for original, creative, and/or logical thinking</li><li>• an excellent ability to organize, to analyze, to synthesize, to integrate ideas, and to express thoughts fluently.</li></ul>                            |
| B<br>B-       | 78-82<br>73-77          | Good             | A good performance with evidence of: <ul style="list-style-type: none"><li>• a substantial knowledge of the subject matter</li><li>• a good understanding of the relevant issues and a good familiarity with the relevant literature and techniques</li><li>• some capacity for original, creative, and/or logical thinking</li><li>• a good ability to organize, to analyze, and to examine the subject material in a critical and constructive manner</li></ul>   |
| C+<br>C<br>C- | 68-72<br>63-67<br>58-62 | Satisfactory     | A generally satisfactory and intellectually adequate performance with evidence of: <ul style="list-style-type: none"><li>• an acceptable basic grasp of the subject material</li><li>• a fair understanding of the relevant issues</li><li>• a general familiarity with the relevant literature and techniques</li><li>• an ability to develop solutions to</li></ul>   |



|         |                |      |  |
|---------|----------------|------|--|
|         |                |      | moderately difficult problems related to the subject material <ul style="list-style-type: none"><li>a moderate ability to examine the material in a critical and analytical manner</li></ul>   |
| D+<br>D | 53-57<br>50-52 | Pass | A barely acceptable performance with evidence of: <ul style="list-style-type: none"><li>a familiarity with the subject material</li><li>some evidence that analytical skills have been developed</li><li>some understanding of relevant issues</li><li>some familiarity with the relevant literature and techniques</li><li>attempts to solve moderately difficult problems related to the subject material and to examine the material in a critical and analytical manner which are only partially successful.</li></ul> |
| F       | 0-49           | Fail | An unacceptable performance.   |

#### REQUIRED READINGS

Peppers, Don and Rogers, Martha. (2022). *Managing Customer Experience and Relationships: A Strategic Framework*, (4<sup>th</sup> Edition). John Wiley & Sons.

#### REFERENCES

Kumar, V. and Reinartz, Werner. (2018) *Customer Relationship Management: Concept, Strategy, and Tools*. Springer.

Buttle, Francis. (2014) *Customer Relationship Management*, (3<sup>rd</sup> edition). Elsevier Publishing.

Peelen, Ed and Beltman, Bob. (2014) *Customer Relationship Management*, (2<sup>rd</sup> edition). Pearson.

#### STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.



澳門理工大學  
Universidade Politécnica de Macau  
Macao Polytechnic University

## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).



**FACULTY OF BUSINESS**  
**BACHELOR OF MANAGEMENT**  
**LEARNING MODULE OUTLINE**

|                       |                                  |               |                     |
|-----------------------|----------------------------------|---------------|---------------------|
| Academic Year         | 2024-2025                        | Semester      | 2 <sup>nd</sup>     |
| Module Code           | MRKT3170-322                     |               |                     |
| Learning Module       | CUSTOMER RELATIONSHIP MANAGEMENT |               |                     |
| Pre-requisite(s)      | NIL                              |               |                     |
| Medium of Instruction | ENGLISH/CHINESE                  |               |                     |
| Credits               | 3                                | Contact Hours | 45                  |
| Instructor            | Dr. Sally Tam                    | Email         | sallytam@mpu.edu.mo |
| Office                | Meng Tak Building M550           | Office Phone  | 8599-3296           |

**MODULE DESCRIPTION**

This module introduces students to learn CRM's strategy and methods through marketing, and management dimensions. CRM's strategy and methods increase customer satisfaction and to improve and maintain customer relationships CRM's tasks emphasize on coordinating the activities of internal functions and on utilizing the resources of external to integrate and strengthen the processes of delivering superior customer value.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

On completion of this learning module, students will be able to:

|     |  |
|-----|--|
| M1. | Assess the nature and role of customer relationship management for different organizations.  |
| M2. | Appraise the IDIC model.   |
| M3. | Critically synthesize the appropriate tools for identifying the customers, differentiating the customers, interacting with the customers for customizing the offerings to meet individualized needs. |
| M4. | Critically determine the success of customer-based initiatives.  |

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

| PILOs   | M1 | M2 | M3 | M4 |
|---|----|----|----|----|
| P1. Integrate contemporary management theories and business disciplines relevant to general business practices. | ✓  | ✓  |    |    |
| P2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.            |    |    | ✓  | ✓  |



|   |     |   |   |  |
|---|-----|---|---|--|
| P3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.  | N/A |   |   |  |
| P4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.                       | N/A |   |   |  |
| P5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.                             |     | ✓ | ✓ |  |
| P6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.  |     | ✓ | ✓ |  |
| P7. Interpret and utilize management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process. | N/A |   |   |  |

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

| Week  | Content Coverage   | Contact Hours |
|-------|--|---------------|
| 1-2   | Evolution of Relationships with Customers and Strategic Customer Experiences | 3.5           |
| 2-3   | The Thinking behind Customer Relationships that Leads to Good Experiences    | 3.5           |
| 3-4   | Customer Relationships: Basic Building Blocks of IDIC and Trust              | 3.5           |
| 4-5   | Identifying Customers  | 3.5           |
| 5-6   | Differentiating Customers by Their Value                                     | 3.5           |
| 7     | Midterm Examination  | 3.0           |
| 8-9   | Differentiating Customers by Their Needs                                     | 3.5           |
| 9-10  | Interacting with Customers: Customer Collaboration Strategy                  | 4.0           |
| 10-11 | Customer Insight, Dialogue, and Social Media                                 | 3.5           |
| 11-12 | Privacy and Customer Feedback  | 3.5           |
| 12-13 | The Payoff of IDIC: Using Mass Customization to Build Learning Relationships | 4.0           |
| 14    | Project Auditing, Presentation and Discussions                               | 3.0           |
| 15    | Final Examination  | 3.0           |
|       | Total  | 45.0          |





## TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

| Teaching and Learning Activities                         | M1 | M2 | M3 | M4 |
|--|----|----|----|----|
| T1. Interactive lectures                                 | ✓  | ✓  | ✓  | ✓  |
| T2. In-class exercises, quizzes, and midterm examination | ✓  | ✓  | ✓  | ✓  |
| T3. Group project and presentation                       | ✓  | ✓  | ✓  | ✓  |

## ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

## ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

| Assessment Activities             | Weighting (%) | ILOs to be Assessed |
|-----------------------------------|---------------|---------------------|
| A1. Assignments/Quizzes (graded)  | 10            | 1-4                 |
| A2. Group project (graded)        | 20            | 1-4                 |
| A3. Mid-term examination (graded) | 30            | 1-3                 |
| A4. Final examination (graded)    | 40            | 1-4                 |
| Total                             | 100%          |                     |

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



## MARKING SCHEME

This learning module is graded using the following system:

| Letter Grade  | Mark Ranges             | Grade Definition | Assessment  |
|---------------|-------------------------|------------------|---|
| A<br>A-       | 93-100<br>88-92         | Excellent        | A superior performance with consistent strong evidence of: <ul style="list-style-type: none"><li>• a comprehensive, incisive grasp of the subject matter</li><li>• an ability to make insightful critical evaluation of the material given</li><li>• an exceptional capacity for original, creative, and/or logical thinking</li><li>• an excellent ability to organize, to analyze, to synthesize, to integrate ideas, and to express thoughts fluently.</li></ul> |
| B+            | 83-87                   | Very Good        | An excellent performance with strong evidence of: <ul style="list-style-type: none"><li>• a comprehensive grasp of the subject matter</li><li>• an ability to make sound critical evaluation of the material given</li><li>• a very good capacity for original, creative, and/or logical thinking</li><li>• an excellent ability to organize, to analyze, to synthesize, to integrate ideas, and to express thoughts fluently.</li></ul>                            |
| B<br>B-       | 78-82<br>73-77          | Good             | A good performance with evidence of: <ul style="list-style-type: none"><li>• a substantial knowledge of the subject matter</li><li>• a good understanding of the relevant issues and a good familiarity with the relevant literature and techniques</li><li>• some capacity for original, creative, and/or logical thinking</li><li>• a good ability to organize, to analyze, and to examine the subject material in a critical and constructive manner</li></ul>   |
| C+<br>C<br>C- | 68-72<br>63-67<br>58-62 | Satisfactory     | A generally satisfactory and intellectually adequate performance with evidence of: <ul style="list-style-type: none"><li>• an acceptable basic grasp of the subject material</li><li>• a fair understanding of the relevant issues</li><li>• a general familiarity with the relevant literature and techniques</li></ul>  |



|         |                |      |  |
|---------|----------------|------|--|
|         |                |      | <ul style="list-style-type: none"><li>• an ability to develop solutions to moderately difficult problems related to the subject material</li><li>• a moderate ability to examine the material in a critical and analytical manner</li></ul>  |
| D+<br>D | 53-57<br>50-52 | Pass | A barely acceptable performance with evidence of: <ul style="list-style-type: none"><li>• a familiarity with the subject material</li><li>• some evidence that analytical skills have been developed</li><li>• some understanding of relevant issues</li><li>• some familiarity with the relevant literature and techniques</li><li>• attempts to solve moderately difficult problems related to the subject material and to examine the material in a critical and analytical manner which are only partially successful.</li></ul> |
| F       | 0-49           | Fail | An unacceptable performance.   |

## REQUIRED READINGS

Peppers, Don and Rogers, Martha. (2022). *Managing Customer Experience and Relationships: A Strategic Framework*, (4<sup>th</sup> Edition). John Wiley & Sons.

## REFERENCES

Kumar, V. and Reinartz, Werner. (2018) *Customer Relationship Management: Concept, Strategy, and Tools*. Springer.

Buttle, Francis. (2014) *Customer Relationship Management*, (3<sup>rd</sup> edition). Elsevier Publishing.

Peelen, Ed and Beltman, Bob. (2014) *Customer Relationship Management*, (2<sup>rd</sup> edition). Pearson.

## STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.



澳門理工大學  
Universidade Politécnica de Macau  
Macao Polytechnic University

## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).