

I. Course and Instructor Information

CIS 470 Customer Relationship Management Software, 4 credits

Instructor: Susan Pfeifer

Office/Office Hours: McFarland 134, MTWThF 10:00 – 11:00am. Email or call my office if you need to schedule a different time. (Prefer Outlook calendar appointments).

Contact Information: Email - Susan.Pfeifer@vcsu.edu Office Phone - 845-7719

Course Materials:

1) *Customer Relationship Management* by William Wagner and Michael Zubey

2) CRM Magazine is available through the Allen Memorial Library online!!!

Important Course dates: January 8, 2008 – May 9, 2008

Tuesday, Thursday 12:00 – 1:50pm

Last day to Drop with a Refund: January 18, 2008

Last day to Drop: March 28, 2008

Final: Thursday, May 8, 2008 8:00 – 9:50 am

II. Course Purpose and Goals:

- Explain what Customer Relationship Management (CRM) Software is and how it is used by corporations.
- Describe the functional areas of business included in CRM.
- Describe the importance of CRM Software integration with other applications.
- Analyze business requirements and design CRM solutions.
- Research CRM implementation strategies and configure a sample system to meet business requirements.

III. Course Philosophy and Policies (include ADA statement, plagiarism statement, explanation of what “learner-centered” means in your class, attendance policy, late work, use of technology, etc.):

Students are expected to attend class and complete all assignments including but not limited to labs, papers, presentations, and projects. Attendance is required and students must notify the instructor *before* class begins if they will not be in attendance. Students are expected to hand in all assignments by the due date. Late work will not be accepted. Quizzes and exams will also be used to evaluate a student’s knowledge.

Academic Integrity: <http://www.vcsu.edu/academics/academicissues.htm#integrity>

Students will be subject to VCSU policy 424 dealing with academic integrity. Students may lose credit for the assignment, course, or be suspended if they “cheat” or plagiarize in the class. It is up to the instructor to decide the appropriate sanctions for the student’s actions. Please see the above link for further explanation of the policy.

IV. Learning Activities:

Papers: Students will be expected to write the papers in a professional format using either APA or MLA format for citation. Each paper is expected to be 3 pages in length, double-spaced. The content of the paper is the most important factor in the evaluation.

Discussion Board: Over the course of the semester students will be assigned a total of 3 articles from CRM Magazine to read and discuss with the class on blackboard. Students must post at least one thread and respond to two other students. Each posting and response must consist of at least 5 complete sentences.

Exams: Students will be given exams on the information provided in the textbooks and lecture. Questions may include information from previous class discussions, so attendance is important!

Lab Exercises: The labs provide a hands-on method for students to gain exposure to real CRM systems.

Final Project: The final project will challenge students to apply what they have learned in the classroom and previous labs.

V. Evaluation/Assessment:

A. Evaluation of Student Work:

	Points
Assignments	20
Lab Exercises	20
Exams	30
Final Project	30
Total Points	600

92-100%	A
84-91%	B
76-83%	C
68-75%	D
0-67%	F

The instructor reserves the right to lower the % required for each letter grade. The % ranges will never be raised.

Week	Topic	CRM Textbook Chapters	Supplementary Material Exercises	Assignments
Week1 Week2	CRM Overview	1		CRM Implementation Research Assignment
Week3 Week4	CRM Implementations – Implementation Strategies	5		CRM Software Vendor Comparison Assignment
Week5 Week6 Week7 Week8	CRM Functional Areas	2	Marketing Sales Customer Service	
Week9 Week10	CRM Integration	3,4		
Week11 Week12 Week13 Week14 Week15	CRM Implementations – SAP Configuration		Configuration Exercises	
Week16	Review	6		
	Final Exam			