

The Hong Kong Polytechnic University

Subject Code	HTM4324
Subject Title	Customer Relationship Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject introduces the principles and practices of customer relationship management, and is designed to provide the students with the knowledge required to identify and evaluate relationship strategies in the hospitality and tourism industry.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to be:</p> <p>a) Competent professional:</p> <p>Students will be able to describe the significance of customer relationship management (CRM) in the hospitality and tourism industry and explain the basic concepts and techniques of CRM.</p> <p>b) Critical thinker:</p> <p>Students will be able to differentiate between various CRM strategic alternatives when making recommendations for the group project, written assignments and examinations.</p> <p>c) Innovative problem solver:</p> <p>Students will be able to apply CRM principles and technologies to better serve the customers.</p> <p>d) Effective communicator:</p> <p>Students will be able to communicate their CRM decisions and recommendations, both orally and in writing, and to respond personally and critically.</p> <p>f) Ethical leader:</p> <p>Students will be able to develop ethical customer relationship strategies and use their skills to respond to customers' problems and requests ethically.</p>
Subject Synopsis/ Indicative Syllabus	<p>a. The nature of customer relationship management</p> <p>b. Understanding customer differences & market segmentation</p>

	<ul style="list-style-type: none">c. Direct marketing, offer planning & positioningd. Information technology and collecting customer datae. Customer loyaltyf. Customer analyticsg. Data miningh. Customer retention strategiesi. Customer acquisition and winback strategiesj. Customer service (service recovery) strategiesk. Campaign managementl. Customer privacy concernsm. Future of CRM
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