

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:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • describe the significance of customer relationship management (CRM) in the hospitality and tourism industry. • explain the basic concepts and techniques of customer relationship management. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • differentiate between various CRM strategic alternatives when making recommendations for the group project, written assignments and examinations. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • communicate their decisions and recommendations, both orally and in writing, and to respond personally and critically. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • apply CRM principles and technologies to better serve the customers. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • build an ethical CRM and use their skills to respond to customers' problems and requests ethically.
Subject Synopsis/ Indicative Syllabus	<p>a. The nature of customer relationship management</p> <p>b. Understanding customer differences & market segmentation</p> <p>c. Direct marketing, offer planning & positioning</p>

	<ul style="list-style-type: none">d. 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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