



Business Administration

Course Number:	BUAD 470
Course Title:	CUSTOMER RELATIONSHIP MANAGEMENT
Credits:	3
Calendar Description:	This course provides marketing students with the concepts and analytical tools needed to understand the emerging field of Customer Relationship Management. Students will focus on developing skills in data mining, quantitative analysis and research. Additional areas of focus include procuring new information for decision making, creating a database and accurately reporting findings. Course emphasis is on experiential learning.
Semester and Year:	Winter 2016
Prerequisite(s):	BUAD 210 or BUAD 268
Corequisite(s):	BUAD 336
Prerequisite to:	No
Final Exam:	No
Hours per week:	4
Graduation Requirement:	Elective - BBA, Marketing Specialty area
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	
Development Date:	April 2007
Revision Date:	March 2009
Chair's Approval:	Signature

Professors

Name

Phone number

Notes**Research Expectations of Students**

- Students will be expected at all times to conduct themselves in a professional, confidential and ethical manner as outlined.
- Students will be expected to maintain a current “Project Log Book” to record all individual and group activities undertaken, plans (2 weeks in advance), and the overall process plan of their research using an app such as “HoursTracker”.
- Students will keep their “Project Log Book” current.
- Project records will then be evaluated by the professor. Failure to maintain the “Project Log Book” and to keep well-documented records will be subject to mark penalties and potential removal from the project group and project.
- Exported and printed logbooks will accompany final projects for archiving.

Late assignments will lose 20% on the first day (if handed in after start of class) and each

subsequent day late. Late assignments will not be accepted after 3 calendar days.

Course Schedule

Date	Topic	Textbook	Research
Week of:	Classes start week of Jan 4 Mon Feb 8 Family Day and Reading Break Feb 9 to 12 Fri Mar 25 Good Friday Mon Mar 28 Easter Tue Apr 12 Last day of regularly scheduled classes		
Jan 4	Introduction to CRM Understanding Relationships	Ch 1,2	Problem Definitions



SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study