



UNIVERSITI TEKNOLOGI MARA

CSM604: STRATEGIC CUSTOMER MANAGEMENT

Course Name (English)	STRATEGIC CUSTOMER MANAGEMENT APPROVED		
Course Code	CSM604		
MQF Credit	4		
Course Description	Relationship marketing and customer relationship management (CRM) can be jointly utilized to provide a clear roadmap to excellence in customer management: this is the course to demonstrate how it can be done. It shows how a holistic approach to managing relationships with customers and other key stakeholders leads to increased shareholder value.		
Transferable Skills	Customer management skills. Decision making skills. Strategic planning skills.		
Teaching Methodologies	Lectures, Case Study, Discussion, Presentation, Collaborative Learning		
CLO	CLO1 Integrate the concepts of Relationship Marketing and Customer Relationship Management in solving customer related problems CLO2 Display information management and managerial skills in creating customer value through technology advancement CLO3 Demonstrate managerial skills in identifying strategic decision making in service industry		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td>Payne, A., & Frow, P. 2013, <i>Strategic customer management: Integrating relationship marketing and CRM</i>, Cambridge University Press</td> </tr> </table>	Recommended Text	Payne, A., & Frow, P. 2013, <i>Strategic customer management: Integrating relationship marketing and CRM</i> , Cambridge University Press
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Article/Paper List	This Course does not have any article/paper resources		
Other References	<ul style="list-style-type: none"> • n/a Schultz, D., Patti, C. H., & Kitchen, P. J 2013, <i>The evolution of integrated marketing communications: The customer-driven marketplace.</i> , Routledge • n/a Baker, M. J., & Saren, M. 2016, <i>Marketing theory: A student text.</i>, Sage • n/a Hollensen, S., & Opresnik, M. O 2015, <i>Marketing: A relationship perspective</i>, Vahlen • n/a Peppers, D., & Rogers, M. 2016, <i>Managing customer experience and relationships: A strategic framework.</i> , John Wiley & Sons • n/a Pearson, S. 2016, <i>Building brands directly: Creating business value from customer relationships.</i> , Springer 		