

“CRM & Consumer Behavior” Syllabus (2018)

Instructor Information

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* E-mail is my preferred method of contact. You could expect that I will reply to your e-mails within 24-48 hours. If your correspondence falls over the weekend or some unforeseen circumstance it may be longer.

General Information

Description

We are all consumers. We buy groceries, computers, and cars. We purchase services ranging from bank accounts to college educations. However, we also know that consumers are different from one another. We buy different clothes, drive different cars, and eat different foods. Moreover, even the same consumer can make different decisions depending on the situation. So how are we to construct coherent marketing strategies? Does the buying lead us as customers to expect some kind of behaviors from the sellers? Customer relationship management is to respond such questions.

In this class we will examine how and why consumers behave the way that they do. We will explore our intuitions about our own behavior. We will learn about theories developed in marketing, psychology, and other behavioral sciences. And we will learn about customer expectations to use these theories to behave in an ideal manner to our customers.

Expectations and Goals

Marketing managers need knowledge of consumer behavior in order to develop effective marketing strategies. The focus of this course will be on the theoretical concepts of consumer behavior and the application of these concepts in marketing strategy and decision making. Students should work to learn psychological theories relevant for understanding consumer behavior and also demonstrate the application of behavioral concepts and theories in customer relationship management.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. As we cover different aspects of sales and sales management, you will probably notice examples of selling in the world around you. I encourage you to keep up with the class and to comment and contribute in class.

Recommended books for further learning

- Francis Buttle and Stan Maklan, **Customer Relationship Management**, 3rd Ed., Routledge (2015)
- V. Kumar and Werner Reinartz, **Customer Relationship Management: Concept, Strategy, and Tools**, Springer (2012)
- Del Hawkins and David Mothersbaugh, **Consumer Behavior: Building Marketing Strategy**, 11th Ed., McGraw (2010)
- Wayne D. Hoyer and Deborah J. MacInnis, **Consumer Behavior**, 5th Ed., South-Western (2010)

Course Schedule

The course outline will be divided into 8 sessions, covering 24 contact hours.

Sessions	Topic	Quiz
1 st session	Introduction to CRM and its benefits and barriers	---
2 nd session	From Marketing to CRM	---
3 rd session	Consumer Research	Quiz #1
4 th session	CRM-Based Segmentation	---
5 th session	CRM Models and implications	---
6 th session	Cultures & values in Consumer Behavior	---
7 th session	Consumer Decision Making	Quiz #2
8 th session	Reviews on Researches and Findings	---

Course Requirements

1. Attendance and Class Participation

This is an applied course for which attendance and participation are mandatory. Candidates who miss more than two classes will be asked to repeat the course. If you are ill or have an emergency, please notify the instructor before class, when possible. Candidates will be expected to conduct themselves in class just as they would in a business meeting. That means that you are not to be late. Repeated tardiness will also impact your grade.

2. Quiz

Your grade for this course will be determined by your overall (additive) performance in the course. The final grade will be calculated by adding your contribution in class, two quiz scores, and your final exam score (as presented in the following table). The quizzes and tests are not easy. I suggest you study for them and prepare (to understand the concepts, definitions, examples and illustrations). The quiz may have some multiple-choice questions, with a maximum time limit of 20 minutes. You will be able to see your quiz grade next week.

3. Final Exam

There will be a final examination. The examination may contain any combination of multiple choice, short answer, or descriptive questions. The exam is not open-book or open-notes. The final examination will cover material presented throughout the course. To be fair to all candidates, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions.

Grades & Assessment

Grades and assessments will be calculated as follows:

Criteria	Marks
Class Contribution	20
Quiz	20
Final	60
Total	100

Assessment:	Grade
Excellent	90 - 100
Very good	75 - 89
Good	60 - 74
Insufficient	0 - 59