



## East Texas A&M University

MKT 574.01W: Customer Relationship Management

### Online classroom

#### Professor / Instructor Contact Information

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- **E-mail:** Students must routinely check e-mail sent to his or her **East Texas A&M University account**. This is my primary mechanism for communicating with the class. I check my e-mail every day, so this is the best way to reach me.

### Academic Honesty

Academic honesty is highly valued at East Texas A&M University. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the East Texas A&M University Graduate Catalog for more information about academic honesty, including the consequences of academic dishonesty.

### Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

### Scholarly Expectations

All works submitted for credit **must be original works created by the scholar uniquely for the class.** It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate

higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

You are enrolled in Marketing 574, which incorporates the required eBook and assignments and exams package into the D2L course website. This gives you access to the required materials (i.e., e-textbook and assignments) online on the first day of class, and at a substantial discount over normal prices. Please watch the following video for Connect access for Inclusive Access:

<https://www.mheducation.com/highered/support/connect/first-day-of-class/ia-d2l.html>

**Customer Service: Skills for Success 8th Edition** by Robert Lucas (Author) ISBN-13: 978-1260157536; Publisher: McGraw-Hill Education

### **WELCOME TO MARKETING 306 INCLUSIVE ACCESS COURSE!**

You are enrolled in Marketing 574, which incorporates the required eBook and homework package into the D2L course website. This gives you access to the required materials on the first day of class, and at a substantial discount over normal prices.

### **HOW DO I ACCESS MY MATERIALS?**

All Inclusive materials are accessed through your course in Brightspace D2L. The online homework assignments will be delivered directly to your MyLeo account through the MyLeo Online application instead of on the publisher's website.

### **Rationales of the course**

1. A Customer-Centered/Focused Organization How important is good customer service really? The evolution of Customer Service, TQM, Perceptions, the 'Hot Button' of the '90s
2. Take an honest look at your own customer service Your current customer service profile, and Self-evaluation – honestly! How does your company rate? Protocols How do you & your company deal with Feelings?
3. Your company's Customer Service focus In-focused, Customer-Focused, the 3 Basic Elements of Excellent Service, are you friendly to customers? Customer Friendly Reflections, expanding your understanding of your Company's Definition of Service
4. Developing a Winning Customer Service Strategy What are your current Customer Service Strategies? Key Strategies, Top-Down Approach, using the Feedback you ask for, know thyself & it shall be true! The creation of client-centric practices, The sheer economic necessity of Top Customer Service
5. The "Plus's" of exceptional Customer Service Critical success factors, Consistency, Criteria, Recognizing Excellence/Reward & Recognition Factors, Awareness, Education
6. The WOW Customer Service Training & Service Excellence The wisdom of choosing appropriate training, Brainstorming & Problem-Solving Customer Service Enhancers, TIPS - The Coaching Approach, The Listen & Learn Approach
7. Which is the way to go: Surveys/Questionnaires, Interviews, or Focus groups? Surveys, Questionnaires, Interviews, Focus Groups, who should conduct or run them? Which one should you use? HOW TO prepare a Top Customer Service Survey

8. Acquiring Customers & Keeping Them Put yourself in the customer's shoes, what does my customer's want? Standards – making, measuring & managing, what you can measure you can manage, reinventing your processes to suit the customer, Quality Groups What NOT to Do if you want to keep your customers
9. Those 'Extras' & Miscellaneous Factors Body Language, It's How You Say It that really counts, your computer isn't always your best friend, The differences between data and information, The 2 "E's" – Ethics & Espionage
10. When the Going Becomes Rough -- What to Do! When you need to say *NO* and how to say it! Seeing Red and Dealing with It! Take the Initiative and Bounce Back
11. Working in the World of the WEB! The Internet has changed the rules & HOW! Automating the personal touch? Clicking with your Customers, Developing Trust & Loyalty – online, Customer Acquisition, some rules for staying on the road to Success with E-Commerce
12. CRM – It's not just an Option – It's here to STAY! Exactly what is CRM? Is it the Latest & Greatest? How do we use it? Automating the personal touch, Defining the technical requirements, Choosing the right CRM tools, the amazing power of CRM, the correct CRM program for you, and What defines success with CRM?
13. Customer Service Management Options of the Future! People Orientated? Technology Orientated? Strategies, how to best organize Customer Service for the future

### Course Objectives

- CO 1. Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.
- CO 2. Students will identify and evaluate the value of various services to develop CRM
- CO 3. Students will identify and evaluate the applications of services in businesses
- CO 4. Students will be analytical problem solvers in CRM

We are exposed to customer service (of one kind or another) at least once a day, every day of the week, fifty-two weeks of the year. There are times when individuals, organizations, and companies take the provision of good service, and the people who deliver it, for granted. We should not – giving top-quality Customer Service is an art form.

Customers love and cherish companies that treat them the way they (the customer) want to be treated. People are now prepared to pay more for good service. So, the providers of the good service – YOU – are gems beyond price these days.

Whatever your reasons for considering this course, we can promise you that you will get even more than you might have thought from its contents. You will most likely pick up things you might not have considered before, or even been aware of – CRM for example!

### **\*OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

*Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.*

**COURSE GRADING:** Final grades are based on the Official University policy.

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

SB Assignments (200 points)

3 Individual Exams (360 points)

1 Individual Case (100 points)

Total (660 points)

**PLEASE NOTE:** All exams and case must be completed on the due date. Any late exam and case paper will be graded to zero. No extensions or make-up or grade will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

**Individual Case (100 points)**

This individual case (as a **Word document**) is to be submitted directly to the **DROPBOX** under corresponding week. *Late projects will not be acceptable*. Please use Times New Roman, 12 point font, and APA format to write at least **ONE FULL page content with single-spaced (title page and references are not counted)**, and then submit it to DROPBOX. **Case article has already been posted in Doc Sharing of D2L.**

Please read the article below and address the followings: 1) please provide specific types of retail services in the business market; 2) with technology development, will services become more important or less important? Please give your answers and provide specific business examples.

*Article:* Amrouche, N., Pei, Z., Yan, R., 2023. Service strategies and channel coordination in the age of E-commerce. *Expert Systems with Applications* 214, 119135.

**IMPORTANT:** turnitin.com will be used to check the submitted case papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 20%. For a grade "A" project, its turnitin must be less than 8%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

**EXAMS:** There are 3 exams that cover approximately 3 or 4 chapters each. Each exam has approximately 50 multiple-choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. **The exam time limit is 2 hours**. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. **Please see the specific exam schedule in the course schedule below.**

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through emails. Please check your email frequently. These will be INDIVIDUAL exams and are not intended for any type of group work. **You have two opportunities for each exam. I will pick up the highest grade.**

## COURSE SCHEDULE

### Week 1

- Please study the syllabus very carefully
- Read chapters 1-3

### Week 2

- Exam I (CH 1-3)

### Week 3

- Please study chapters 4-6
- Exam II (CH 4-6)

### Week 4

- Please study chapters 7-10
- Exam III (CH 7-10)

### Week 5

- Individual Case is due on the end day of semester

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the

availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

### Interaction with Instructor Statement

**The instructor's communication response time and feedback on assessments are stated clearly.**

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## University Specific Procedures

### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

#### Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

#### Graduate Student Academic Dishonesty 13.99.99.R0.10

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

### Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

East Texas A&M University

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas

are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.