



## COURSE OUTLINE: MKT311 - CRM AND TARGET MKTG

Prepared: Jeff Greco, School of Business

Approved: Bob Chapman - Dean

<b>Course Code: Title</b>	MKT311: CRM AND TARGETED MARKETING
<b>Program Number: Name</b>	2057: BUSINESS - MARKETING
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2025-2026
<b>Course Description:</b>	In this course, students will explore the field of Customer Relationship Management (CRM) as a business strategy for maximizing shareholder value through acquiring, enhancing and retaining desired customers from a strategic marketing perspective. Students will examine the concepts, processes and technologies an organization uses to achieve superior performance through client intelligence. Students will review real-life examples to illustrate strategic plans, business objectives and best practices.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	3
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2057 - BUSINESS - MARKETING</b>
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 contribute to the development of a marketing* plan that will meet the needs or goals of a business or organization
	VLO 2 contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target
	VLO 4 contribute to the development of strategies for the efficient and effective placement/distribution of a product*, good, and/or service to respond to an evolving market
	VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
	VLO 10 develop strategies with clients, customers*, consumers*, co-workers, supervisors, and others to maintain and grow working relationships
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.



- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Books and Required Resources:**

Cracking the CRM Code: How to Prevent Failures in Buying, Implementing and Using CRM by Limesh Parekh

Publisher: Notion Press Edition: December 2020

ISBN: 978-1637454688

Other helpful resources: HubSpot Inbound Marketing Training (<https://academy.hubspot.com/courses/inbound-marketing>),

HubSpot (free)

Subscribe to HubSpot (Free small business CRM)

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Apply CRM (Customer Relationship Management) principles for writing a sales and CRM strategy.	1.1 Describe how to create customer profiles and personas. 1.2 Identify target markets and channel mix. 1.3 Explain the importance of developing and fostering strong customer relationships. 1.4 Be able to align a sales and CRM strategy with overarching business goals. 1.5 Differentiate between inbound and outbound sales techniques.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Demonstrate an understanding of the importance of data in CRM by extracting and analyzing insights.	2.1 Recognize types of customer data, and their importance and relevance to a sales strategy. 2.2 Explain the role that Key Performance Indicators (KPIs) play in measuring success. 2.3 Identify trends and opportunities to increase customer value and streamline processes. 2.4 Implement a data and measurement plan to be followed by cross-functional sales and marketing teams.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Explain how to achieve business goals through the application of customer segmentation and marketing automation.	3.1 Describe how to select the appropriate methods to measure customer satisfaction and sentiment analysis. 3.2 Discuss the purpose and logical design of engaging loyalty programs. 3.3 Design automation workflows based on conditional logic.
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
Demonstrate proficiency in implementing CRM and eCRM systems to enhance	4.1 Assess and evaluate industry leading tools for implementing CRM strategies. 4.2 Demonstrate how CRM and eCRM systems integrate to



	efficiency and drive business success.	enhance digital advertising efforts. 4.3 Use industry leading CRM tools, such as HubSpot, Klaviyo, and MailChimp to implement a CRM strategy.										
<b>Evaluation Process and Grading System:</b>	<table border="1"> <thead> <tr> <th>Evaluation Type</th> <th>Evaluation Weight</th> </tr> </thead> <tbody> <tr> <td>Assignments</td> <td>20%</td> </tr> <tr> <td>Group Project</td> <td>35%</td> </tr> <tr> <td>Presentation</td> <td>25%</td> </tr> <tr> <td>Quizzes (2)</td> <td>20%</td> </tr> </tbody> </table>		Evaluation Type	Evaluation Weight	Assignments	20%	Group Project	35%	Presentation	25%	Quizzes (2)	20%
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<b>Date:</b>	August 18, 2025											
<b>Addendum:</b>	Please refer to the course outline addendum on the Learning Management System for further information.											