

The New Senior Secondary Curriculum for Sierra Leone

Subject syllabus for Customer Relationship Management

Subject stream: Economics, Business, and Entrepreneurial Studies



This subject syllabus is based on the National Curriculum Framework for Senior Secondary Education. It was prepared by national curriculum specialists and subject experts.



Curriculum Elements for Customer Relationship Management

Subject description

Customer Relationship Management (CRM) is a business strategy for maximizing shareholder value through acquiring and retaining desired customers and enhancing the relationship with them.

Rationale for the Inclusion of Customer Relationship Management in the Senior Secondary School Curriculum

The course aims to:

- a. Develop understanding about CRM concepts and frameworks, and how these are applied to form relationships with customers and other internal and external stakeholders.
- b. Develop skills to analyse and synthesise information and issues related to CRM from several perspectives.
- c. Enhance business communication skills required to work effectively within a marketing team.

General Learning Outcomes (Broad Goals)

At the end of the course students will be able to:

- a. Objectively evaluate their own customer service
- b. Describe methods to make customer service more central to a business
- c. Develop a winning customer strategy
- d. Describe ways for acquiring customers and retaining them

Course Content

1. Introduction to CRM
2. Customer revolution
3. CRM History and the Evolution of Relationships
4. CRM Process
5. The CRM Cycle
6. Developing a CRM Strategy
7. CRM Strategies and the Organization
8. CRM Lifecycle
9. Networking and Social CRM
10. CRM Constituency Relationships
11. Understanding Customers
12. CRM Structures
13. CRM Technology
14. CRM Planning
15. Implementing CRM in an Enterprise
16. Marketing Aspects of CRM
17. CRM Relationship Policy
18. Analytical CRM

Content and Structure of the Syllabus over the Three Year Senior Secondary School Cycle

	SSS 1	SSS 2	SSS 3
Term 1	<ol style="list-style-type: none"> 1. Introduction to CRM 2. Customer revolution 3. CRM History and the Evolution of Relationships 	<ol style="list-style-type: none"> 10. CRM Constituency Relationships 11. Understanding Customers 	<ol style="list-style-type: none"> 16. Marketing Aspects of CRM
Term 2	<ol style="list-style-type: none"> 4. CRM Process 5. The CRM Cycle 6. Developing a CRM Strategy 	<ol style="list-style-type: none"> 12. CRM Structures 13. CRM Technology 	<ol style="list-style-type: none"> 17. CRM Policy
Term 3	<ol style="list-style-type: none"> 7. CRM Strategies and the Organization 8. CRM Lifecycle 9. Networking and Social CRM 	<ol style="list-style-type: none"> 14. CRM Planning 15. Implementing CRM in an Enterprise 	<ol style="list-style-type: none"> 18. Analytical CRM



Teaching Syllabus

Topic/ Theme/ Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
Introduction to CRM <ul style="list-style-type: none"> • Definition • Concepts of CRM • Components of CRM • Goals of CRM • Customer touch points 	At the end of the lesson, students will be able to: <ul style="list-style-type: none"> • Define CRM • Describe the components of CRM 	Open question to the class, to define what a CRM is. Teacher writes the responses on the black board with probing questions around the goals of CRM.	[The Teacher's Handbook is used throughout the syllabus]. Display definition of CRM.	Students are asked to explain the concepts of CRM and describe the goals of CRM.
Customer revolution <ul style="list-style-type: none"> • Definition • Stages a buyers goes through before becoming customer • Advantages of customers to a business • Disadvantages of a business without customers 	At the end of the lesson, students will be able to: <ul style="list-style-type: none"> • Describe the stages a buyer goes through before becoming a customer. • Explain the advantages and disadvantages of CRM 	An open question to the class on what stages a buyer goes through before becoming customer. Responses are written on the blackboard.	Display a chart containing the stages a buyer goes through before becoming a customer.	Students are asked to describe the stages a buyer goes through to become a customer.
CRM History and the Evolution of Relationships <ul style="list-style-type: none"> • What is a relationship? • Attributes of successful relationships • Why companies are motivated to establish and maintain relationship 	At the end of the lesson, students will be able to: <ul style="list-style-type: none"> • Explain what relationship is. • Describe the attributes of successful relationships • Discuss why companies are motivated to establish 	Open questions to the class defining what a relationship is. Responses are written on the blackboard.	A chart containing the definition of a relationship and attributes of successful relationships	Students are asked to explain what relationship is and describe why companies are motivated to establish and maintain relationships



	and maintain relationships.			
CRM Process <ul style="list-style-type: none"> • Introduction • Objectives • Process • Insight into CRM and CRTA/online CRM. 	At the end of the lesson, students will be able to: <ul style="list-style-type: none"> • List the objectives of CRM process • Outline the process of CRM 	Open question on the objectives and process of CRM. Responses are written on the blackboard.	A chart containing the list of CRM process and objectives	Students are asked to list the objectives and explain the process of CRM
The CRM Cycle <ul style="list-style-type: none"> • Assessment phase • Planning phase • Executive phase • Modules in CRM, 4C's 	At the end of the lesson, students will be able to: <ul style="list-style-type: none"> • Discuss CRM assessment, planning and executive phases. 	Open question to the class defining what CRM cycle is. Responses are written on the blackboard.	A chart containing assessment, planning and executive phases	Students are asked to discuss CRM assessment, planning and executive phrases
Developing a CRM Strategy <ul style="list-style-type: none"> • Role of CRM in business strategy • Understanding service quality • Technical, functional, and dimensions of service quality • Managing customer communications. 	At the end of the lesson, students will be able to: <ul style="list-style-type: none"> • Discuss the role of CRM in business strategy • Explain technical, functional and dimensions of CRM 	Open question to the class on the role of CRM in business strategy. Responses are written on the blackboard.	A chart containing the role of CRM in business strategy	Students are asked to discuss the role of CRM in business strategy
CRM Strategies and the Organization <ul style="list-style-type: none"> • Organizational roles and CRM • Strategic goals of CRM • Key Account Management 	At the end of the lesson, students will be able to: <ul style="list-style-type: none"> • Explain the organizational roles and CRM • Discuss the strategic goals of CRM 	Open questions to the class on what the organizational roles of CRM are. Responses are written on the blackboard	A chart containing organizational roles and strategic goals of CRM	Students are asked to explain the organizational roles and strategic goals of CRM





<p>CRM Lifecycle</p> <ul style="list-style-type: none"> • What is a new customer? • Operational CRM • Customer retention • Customer development 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Define what is a new customer. • Explain customer retention and development. 	<p>Open questions to the class defining a new customer, and about customer retention and development</p>	<p>A chart containing the definition of a new customer.</p>	<p>Students are asked to define what a new customer is and explain customer retention and development</p>
<p>Networking and Social CRM</p> <ul style="list-style-type: none"> • What is a CRM network? • Business networks and CRM • Social CRM and networking 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Define what is a CRM network • Describe the social CRM and networking. 	<p>Open questions to the class to define what a CRM network is. Responses are written on the blackboard.</p>	<p>A chart containing the definition of a CRM network</p>	<p>Students are asked to define what a CRM network is and describe social CRM and networking.</p>
<p>CRM Constituency Relationships</p> <ul style="list-style-type: none"> • Supplier • Partner • Investor • Employee 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Define supplier, partner, investor, and employee. 	<p>Open question to the class to determine who is a supplier, partner, investor, or employee.</p>	<p>A chart containing the definitions of supplier, partner, investor, and employee.</p>	<p>Students are asked to name businesses in their communities and their suppliers, partners, investors, and employees.</p>
<p>Understanding Customers</p> <ul style="list-style-type: none"> • Customer information database • Customer profile analysis • Customer perception • Expectation analysis • Customer behaviour in relationship perspectives • Individual and group customer's • Customer life-time value • Selection of profitable customer segments 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Describe s customer information data base. • Explain customer profile analysis. 	<p>Open questions to the class on what a customer information data base is. Responses are written on the blackboard</p>	<p>A chart containing customer profile analysis.</p>	<p>Students are asked to describe customer information data base.</p>





<p>CRM Structures</p> <ul style="list-style-type: none"> • Elements of CRM • Strategies for customer acquisition • Customer retention • Prevention of defection • Models of CRM • CRM road map for business applications. 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Explain the elements of CRM. • Discuss strategies for customer acquisition. • Describe prevention of defection. 	<p>Open questions to the class on elements of CRM, strategies for customer acquisition. Responses are written on the blackboard.</p>	<p>A chart containing elements of CRM and strategies for customer acquisition</p>	<p>Students are asked to:</p> <ul style="list-style-type: none"> • Explain the elements of CRM. • Discuss strategies for customer acquisition. • Describe prevention of defection.
<p>CRM Technology</p> <ul style="list-style-type: none"> • CRM technologies, • CRM architecture • Knowledge management • The role that technology plays in CRM 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Discuss strategic CRM planning process. • Describe CRM tools analytical. • Discuss call center management. • List the roles of CRM managers. 	<p>Open questions to the class on CRM technologies. Responses are written on the blackboard.</p>	<p>A chart containing CRM technologies.</p>	<p>Students are asked to explain CRM technologies.</p>
<p>CRM Planning</p> <ul style="list-style-type: none"> • Strategic CRM planning process • CRM tools analytical CRM • Operational CRM • Call center management • Role of CRM managers. 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Understand strategic CRM planning processes. 	<p>Open questions to the class to determine what strategic CRM planning process are. Responses are written on the blackboard.</p>	<p>A chart containing the strategic CRM planning process</p>	<p>Students are asked to explain strategic CRM planning process</p>
<p>Implementing CRM in an Enterprise</p> <ul style="list-style-type: none"> • Defining the CRM vision • Assessing CRM readiness 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Define the CRM vision. 	<p>Open question to the class on defining the CRM vision. Responses are written on the blackboard.</p>	<p>A chart containing the definition of CRM vision</p>	<p>Students are asked to:</p> <ul style="list-style-type: none"> • Define the CRM vision.





<ul style="list-style-type: none"> • Factors affecting CRM implementation • CRM implementation challenges • Phases of CRM implementation • Upgrades and change management • CRM implementation pitfalls 	<ul style="list-style-type: none"> • Discuss the factors affecting CRM implementation. • Describe CRM implementation challenges. 			<ul style="list-style-type: none"> • Discuss the factors affecting CRM implementation. • Describe CRM implementation challenges.
<p>Marketing Aspects of CRM</p> <ul style="list-style-type: none"> • Customer knowledge • Value of customer knowledge • The utilization of data as an asset • From data to customer knowledge • Privacy - personal data protection • Information policy • Communication & multi-channels • The individual customer proposition. • Customization - individualization of the product offering, • Individualized pricing policy 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Explain customer knowledge. • Describe the value of customer knowledge. • Describe the communication and multi- channels. 	<p>Open questions to the class to determine what customer knowledge is, and the value of customer knowledge. Responses are written on the blackboard.</p>	<p>A chart containing customer knowledge and the value of customer knowledge.</p>	<p>Students are asked to:</p> <ul style="list-style-type: none"> • Explain customer knowledge. • Describe the value of customer knowledge. • Describe communication and multi- channels.
<p>CRM Relationship Policy</p> <ul style="list-style-type: none"> • Introduction to relationship policy • Relationship policy per segment 	<p>At the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Explain relationship policy per segment. 	<p>Open questions to the class about relationship policy per segment. Responses are written on the blackboard.</p>	<p>A chart containing relationship policy per segment and by relationship phase.</p>	<p>Students are asked to explain relationship policy per segment and discuss relationship policy by relationship phase.</p>





<ul style="list-style-type: none"> Relationship policy by relationship phase Translating the relationship policy into contact moments. 	<ul style="list-style-type: none"> Discuss relationship policy by relationship phase. 			
<p>Analytical CRM</p> <ul style="list-style-type: none"> Relationship data management Customer identification, Expanding the size of the customer database Customer profiling Data analyses and data mining Segmentation & selections, retention Cross-selling. Evaluating the effect of marketing activities on the customer value Lifetime value and alternatives for lifetime value Balanced scorecard Reporting results 	<ul style="list-style-type: none"> At the end of the lesson, students will be able to: Define relationship data management. Explain the size of the customer database. Discuss segmentation and selection. Evaluate the effect of marketing activities on customer value. 	<p>Open questions to the class to determine what relationship data is.</p> <p>The class should consider the size and complexity (content) of customer databases for different types of organisation.</p> <p>Responses are written on the blackboard</p>	<p>A chart containing customer relationship data.</p>	<p>Students are asked to:</p> <ul style="list-style-type: none"> Define relationship data management. Explain the size of the customer database. Discuss segmentation and selection. Evaluate the effect of marketing activities on customer value.

