Course Description

The aim of the practicum would be to understand how students can put the principles taught in the CRM course (MGT/B/P 243) into practice. To this end, students would form groups and work on a group project, described below.

Group Project: The project for this course will be to design a Customer Relationship Management Program for a company of your choice. It will be graded based on how well it incorporates the constructs that have been covered in the CRM course (MGT/B/P 243) and the detail with which student groups incorporate these ideas. The readings from MGT/B/P 243 will also prove useful in formulating your ideas and concepts on the topic you intend to study.

The project topics could emerge from:

a. Any CRM-related work that the students could be involved with in their work place.
b. Or they could be projects from local companies involving assessment of their CRM strategies and implementation.
c. Or it could be a firm that you select to examine how CRM could help their case.

In all cases, the analysis should be at the firm/brand level. Typically, projects will involve analysis of the following components: (1) Background and Context: type of industry, products/services, existing channels, competition – what are the changes in technological, competitive and environmental dimensions that call for a CRM strategy, (2) how the firm approached (or should approach) CRM, the specific CRM strategy and how it dovetails with the business model, (3) why they turned (or should turn) to that specific CRM strategy, how appropriate it is, and how if differs from that of a competitor, for example (you could compare and contrast if needed), (4) your final recommendations and/or what the desired and actual outcomes were (will be). This could also touch upon implementation, measurement issues and ROI.

The information needed for the project could come from secondary sources and/or primary sources (for example, you know someone in the firm whom you could interview). While much information is available in the popular press, most of it is played up and superficial. I would urge you to ensure that the written report is devoid of clichés and keep it direct, insightful,
and specific to the problem at hand. Please remember to support assertions/ claims/ recommendations with relevant research.

The group project report will be limited to a maximum of 10 pages (not including attachments and appendices).

Examples of past topics include:
(i) improving CRM at car dealerships
(ii) setup and implementation of a CRM project at a Sacramento non-profit
(iii) improving reach and co-ordination among suppliers for a food manufacturing firm
(iv) developing a better customer targeting program for a major online beauty products retailer etc.

More ideas for topics will be discussed in depth on the first day of class. Additionally, sample projects from previous groups will also be provided at the beginning of the practicum.

Co-requisite

This course is designed to accompany Customer Relationship Management. Hence, it is expected that you are currently enrolled in MGT/B/P 243, if you intend to take the practicum. You do not need the practicum to complete MGT/B/P 243.

As the practicum is designed to both supplement and enhance your understanding of the principles taught in the MGT/B/P 243 by applying them to real world/industry settings, you are encouraged to take it at the same time as MGT/B/P 243.

Groups

As the main component of the practicum is a group project, it is essential that you form groups of 3-4 students. Team work and shared responsibilities for the project will be critical to ensure the project’s success.

To this end, there will be a peer evaluation conducted towards the end of the practicum, and the results of this evaluation will weigh significantly towards your final grade for the practicum.

Contact Times

Contact times between the instructor and students will be in person and via electronic means. In person meetings with the whole class will be for a total of 40 minutes held as follows:

<table>
<thead>
<tr>
<th>Bay-Area (MGB 443)</th>
<th>Day-Time (MGT 443)</th>
<th>Sacramento (MGP 443)</th>
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<tbody>
<tr>
<td>TBD: Either during lunch on the days MGB 243 is taught Or after class (4pm-4:40pm)</td>
<td>TBD during the first class of the MGT 243</td>
<td>After class on the days MGP 243 is taught (9pm-9:40pm)</td>
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Additionally, I would like to meet individually with each group at least twice through the length of the practicum. These meetings can be done either in person or via electronic means.
(Skype, email etc.). The meetings will be held at mutually convenient times, once towards the beginning of the practicum and once at the end of October/beginning of November. The aim of such meetings is to ensure that you have a reasonable topic picked out for the project and that you’re proceeding at a reasonable pace to ensure completion by the end of the quarter. Students are also free to contact me anytime during the quarter to answer their questions/concerns.

**Deliverables**

- Week 1-2: Form groups and identify a topic for the report.
- Week 2-3: Submit 1-page project proposal. Feel free to email/contact me as you finalize your project proposal.
- Week 5-6: Submit project progress report.
- Week 10: Submit final project report by 12pm the day following the last day of MGT/B/P 243.

**Grading Policy**

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Project Proposal</td>
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<tr>
<td>Progress Report</td>
<td>15%</td>
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<tr>
<td>Peer Evaluation</td>
<td>25%</td>
</tr>
<tr>
<td>Final Project Report</td>
<td>50%</td>
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