Course Structure for Customer Relationship Management + Service Quality in Events and Sports

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<th>Module</th>
<th>Description</th>
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| Customer Relationship Management + Service Quality in Events and Sports | This module merges knowledge from that of Customer Relationship Management (CRM) and Service Quality (SerQ) to provide students insights into how these two components provide any organization a critical tool to a company’s profitability and long term success.  

From the CRM perspective, students are shown how a firm’s resources, information and processes can be managed strategically to foster greater customer intimacy and loyalty.  

From the ServQ perspective, students are shown how achieving excellent service quality can be crucial to giving an organization the edge over its competitors. Students will be able to acquaint themselves with the theoretical and practical concepts on service quality, adapted from a service excellence framework, based on leadership, strategy, people, process and measurement.  

Sporting, Leisure and Events management contexts will be utilized throughout the lessons to help bring the lessons to be more relevant to the students. |

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<tr>
<th>Lesson</th>
<th>Topic</th>
<th>Learning Objectives</th>
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| 1.     | Introduction to Service Quality in Events, Sports and Leisure Management | 1. Examine the importance of service sector in the economy  
2. Differentiate between goods and services  
3. Identify the unique characteristics of service and its implications on management of services  
4. Define service quality from the “excellence” perspective  
5. Discuss how organizations achieve service excellence using the SQA framework | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |

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<tr>
<th>Assessment (%)*</th>
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<tr>
<td>30%</td>
<td>Individual Assignment (1 case study, 2000 words)/ To change the case study/ Submit on last day of the week. 2 topics - 6 hours (9-12 pm &amp; 1-4 pm).</td>
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<tr>
<td>30%</td>
<td>1st Paper (Test on Week 3,</td>
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| 2. | Understanding the Customers | 1. Discuss the importance of collection and usage of customer information  
2. Identify the various methods of listening to the customers (including mystery shopper, complaints/compliments, surveys etc.)  
3. Discuss the use of employees as “listening posts”.  
4. Apply the customer feedback loop as a mechanism for service improvement. | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |  
covering LU 1 -4) Timing 9-10am), MCQ & Short Qn  
40% : 2nd Paper (Test on 22 Jan 11, covering 5-10), MCQ & Qn  
Weekly class assessment does not contribute towards final module grade. |
|---|---|---|---|
| 3. | Measuring Service Quality & Standards | 1. Discuss the factors that influence customer expectations and perceptions of service  
2. Discuss the gap model of evaluating service quality  
3. Examine the 5 key dimensions of service quality  
4. Distinguish between “hard” and “soft” service standards  
5. Identify the process for setting service standards & tracking performance. | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |  
| 4. | Service Design and Blueprinting | 1. Describe the challenges inherent in service design  
2. Determine how a service blueprint can be used to design a service.  
3. Identify the likelihood of service failures during a service delivery using a service blueprint.  
4. Develop breakthrough thinking in designing innovative service | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |
|   | Servicescapes | 1. Explain the importance of servicescapes (service environments) in enhancing customer satisfaction.  
2. Discuss the dimensions of the servicescapes (ambient conditions, space/function, signages/symbols/artifacts.)  
3. Discuss the impact of servicescapes in affecting customers’ experiences and behaviours  
4. Discuss the impact of servicescapes in facilitating a service encounter and enhancing productivity | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |
|---|---|---|
|   | Complaints and Service Recovery | 1. Identify possible causes of service failures  
2. Discuss the implications of service failures on customers and the businesses  
3. Explain the various service recovery strategies  
4. Explain how empowerment enables frontline employees to perform service recovery | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |
|   | Roles of CRM in Business Strategy | 1. Describe how CRM helps companies gain competitive advantage  
2. Discuss the importance of aligning CRM strategy to corporate strategies  
3. Recognize the CRM processes and how it helps a company to grow  
4. Evaluate the effectiveness of CRM strategy in creating customer value | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |
| 8. | Value Creation Process for Customers | 1. Evaluate the importance of retaining existing customers  
2. Discuss a customer retention process  
3. Determine how customer lifetime value impacts the company’s revenue  
4. Develop a value proposition for customers | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |
| 9. | Customer Differentiation | 1. Describe the rationale behind customer choice and its characteristics (i.e. how the market is segmented)  
2. Describe the rationale of segmenting customers by their needs  
3. Evaluate how needs differentiation is used to build a good CRM  
4. Evaluate the different alternative bases for segmentation as different customers have different values | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |
| 10. | Supplier Relationship Management | 1. Distinguish the value proposition for suppliers as a customer base  
2. Identify the characteristics of a supplier relationship management system  
3. Assess and manage supplier relationships within the CRM channel  
4. Evaluate how technology plays a role in effective supplier relationship management | SD-ESLM classes are carried out in an interactive manner and includes the following:  
- Short lectures  
- Group assignment and Presentation  
- Discussion and sharing |