PC 5160: Strategic Customer Relationship Management

Syllabus

**General Class Information**

Instructor Information: **Gladis C.Griffith, gcg5d@virginia.edu**

Subject Area and Catalog Number: **Procurement & Contracts Management - PC 5160**

Year and Term: **Fall 2014 (September 2 – December 13)**

Class Title: **Strategic Customer Relationship Management**

Level: 3 Graduate Credits

**Class Description:**

**PC 5160  Strategic Customer Relationship Management**  
*Online.  May 27-August 16.*  
**Explores how contractors obtain and retain federal customers with significant emphasis on: analysis, marketing, sales, proposals, and client retention strategies.**

Required Text:

**Send check for $50 to:**

Dr. Mary Ann Wangemann

44203 Chatham Way Ashburn, VA 20147.

Please include your shipping address and course number with your request. Upon receipt, Dr. Wangemann will send you the course materials.

**Learning Outcomes:**

Upon completion of the course, the student will:

* Understand today’s federal government environment
* Learn and apply marketing concepts in the federal space
* Analyze market opportunities and develop federal marketing strategies
* Discuss the role of federal sales teams and their tactics
* Understand all the parts of a federal proposal and how the government evaluates them
* Understand customer relationship management strategies during contract start up, performance and shut down
* Develop strategies for managing the total customer relationship experience

Assessment Components:

PC 5160: Strategic Customer Relationship Management

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**Delivery Mode Expectations:** Online

The course will be taught in an online seminar format. The course will be broken down into 13 modules each lasting at least one week. Students will be expected to read the textbook material for that module and the instructor’s lecture notes posted for the week. Further, each student is expected to respond to threaded discussion queries posted in each module to demonstrate learning and application to the business world.

Required Technical Resources and Technical Components:

**Class Specific Information**

Class Instruction and Activities:

* At the UVaCollab site, you will find the class syllabus, resources, assignments, and end of semester evaluations.
* Class communications will occur in the announcements, threaded discussion and emails.
* Each week, you must answer the discussion questions and respond to several of your peers’ comments. The course will take approximately 2-3 hours per week: including threaded discussions, reading assignments, exams, and other class activities.

Class Requirements: Weekly Reading Assignments, participation in class, midterm, and final.

Evaluation Standards and Assessments:

**Class Schedule:**

**Week of**

1.     Role of Customer Service                                                               September 2

2.     Customer Turnoffs                                                                         September 9

3.     Deal with Dissatisfied Customers                                               September 16

4.     Exceed Customer Expectations                                                   September 23

5.     Win Customer Loyalty                                                                   September 30

6.     Midterm Presentations                                                                 October 7

7.     Telephone Techniques                                                                  October 14

8.     Using Web Sites to Build Customer Loyalty                            October 28

9.     Use Written Message                                                                     November 4

11.   Give Others to Give Great Service                                              November 11

12.   Review                                                                                           November 18

12.   Final Exam Available                                                                     November 25

13.   Last Day of Class  - Exams Due                                                    December 13

**Communication & Student Response Time:**

Respond weekly to discussions in COLLAB.

Assignments:

Resources:

**Grading:**

The UVA Honor Code will be followed for this course.

Each student is responsible for the text and lecture material, including lecture any other material furnished in class.

## 100 points are available for this course. The following grade assessment points are assigned for this course:

## Mid-term examination = 40 Points

## Final comprehensive examination = 40 Points

## Class participation = 20 points

**Technical Specifications: Computer Hardware:**

* Computer with basic audio/video output equipment
* Internet access (broadband recommended)
* Microsoft Word

**Technical Support Contacts:**

* Login/Password: [scpshelpdesk@virginia.edu](mailto:scpshelpdesk@virginia.edu)
* UVaCollab: [collab-support@virginia.edu](mailto:collab-support@virginia.edu)
* BbCollaborate (Elluminate) Support: <http://support.blackboardcollaborate.com>

**U.Va. Policies**

**SCPS Grading Policies:** Courses carrying a School of Continuing and Professional Studies subject area use the following grading system:  A+, A, A-; B+, B, B-; C+, C, C-; D+, D, D-; F.  S (satisfactory) and U (unsatisfactory) are used for some course offerings. For noncredit courses, the grade notation is N (no credit). Students who audit courses receive the designation AU (audit). The symbol W is used when a student officially drops a course before its completion or if the student withdraws from an academic program of the University. Please [visit SCPS Grades](http://www.scps.virginia.edu/audience/students/grades) for more information.

**Attendance**: Students are expected to attend all class sessions. Instructors establish attendance and participation requirements for each of their courses. Class requirements, regardless of delivery mode, are not waived due to a student's absence from class. Instructors will require students to make up any missed coursework and may deny credit to any student whose absences are excessive. Instructors must keep an attendance record for each student enrolled in the course to document attendance and participation in class.

**University Email Policies:** Students are expected to check their official U.Va. email addresses on a frequent and consistent basis to remain informed of University communications, as certain communications may be time sensitive. Students who fail to check their email on a regular basis are responsible for any resulting consequences.

**University of Virginia Honor System:** All work should be pledged in the spirit of the Honor System at the University of Virginia.The instructor will indicate which assignments and activities are to be done individually and which permit collaboration. The following pledge should be written out at the end of all quizzes, examinations, individual assignments and papers: “I pledge that I have neither given nor received help on this examination (quiz, assignment, etc.)”. The pledge must be signed by the student. For more information please visit <http://www.virginia.edu/honor>.

**Special Needs:** It is the policy of the University of Virginia to accommodate students with disabilities in accordance with federal and state laws. Any SCPS student with a disability who needs accommodation (e.g., in arrangements for seating, extended time for examinations, or note-taking, etc.),should contact the Student Disability Access Center (SDAC) and provide them with appropriate medical or psychological documentation of his/her condition. Once accommodations are approved, it is the student’s responsibility to follow up with the instructor about logistics and implementation of accommodations. Accommodations for test taking should be arranged at least 14 business days in advance of the date of the test(s). Students with disabilities are encouraged to contact the SDAC*:* 434-243-5180/Voice, 434-465-6579/Video Phone, 434-243-5188/Fax. Further policies and statements available[: U.Va. Department of Student Health](http://www.virginia.edu/studenthealth/sdac.html#types)

For further policies and statements about student rights and responsibilities, please see [U.Va Website](http://www.scps.virginia.edu/audience/students) (<http://www.scps.virginia.edu/audience/students>)