

**National University of Singapore
NUS Business School
Department of Marketing**

**MKT3417 Customer Asset Management
Semester 1, 2016/17**

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Course Description

Customer Asset Management focuses on acquiring, retaining, and winning back customers. It highlights the need to move from merely satisfying customers to building strong bonds with them.

You will understand how Customer Asset Management is part of the Customer Relationship Management (CRM) process. Firms today face key marketing challenges that cross traditional functional boundaries:-

- How do I attract and retain my profitable customers?
- What's most important to my customers?
- How to keep current customers happy and make sure that they do not switch to the competitors?
- How do I build my business without resorting to endless price promotions?

Course Objectives

This course in **Customer Asset Management** aims to achieve the following:

1. To provide students with an overall understanding of Customer Asset Management and its role and importance in the CRM process and the business world today.
2. To provide students an in-depth appreciation of managing customers, customer equity and customer satisfaction audit as it is practiced today through discussions, role plays, scenario and case based learning.
3. To understand through case based learning on best practices involving CRM and the tools and skills needed for Customer Asset Management.

Assessment Components

(exact details to be provided when the semester commences)

Individual assessments	60%
Group assessments	40%
Total	100%

References and Readings

You are not required to purchase a textbook for this course.

Instead, you will be expected to read widely. A list of recommended readings and references will be provided to enhance your understanding of the topics covered.