

ASSESSMENT TASK COVER SHEET

Course Name:	Bachelor of Hospitality Management
Course Code:	HG: BHM11 UC: 258HG.1
Subject Name:	Customer Relationship Marketing
Subject Code:	HG: BHM304 UC: 9202
Assignment title/Item:	CRM Report
Word Count Limit:	1500
Weighting:	20%
Semester/Trimester:	Sem. 1, 2016
Lecturer/Tutor:	Julianne Hearn
Due date:	SYNOPSIS – Week 7 (Wednesday 20 April in class) REPORT - Week 12 (Friday May 20, 5pm)
Aim:	
To develop a model of customer relationship management (CRM) and apply it specifically to a hospitality enterprise.	
Assessment brief:	
Students will choose a hospitality enterprise to research and prepare a report which provides a model/plan for a CRM strategy. The plan must be able to be implemented by the enterprise as an integral part of their business strategy for managing a B2C or B2B stakeholder account.	
PART A: Write an overview of your chosen hospitality enterprise containing the following:	
<ul style="list-style-type: none"> – A description of your chosen company (name, location, what their core business is, how they are B2B or B2C, why you chose them). – An explanation of the enterprise's current CRM strategy including (but not limited to): recognition of who their customers are; their relationship value drivers (RVD) and their relationship life cycle (RLC). 	
PART B: The model / plan will need to consist of:	
<ul style="list-style-type: none"> – The reasons why the company needs a new CRM strategy and the objectives of the new strategy (company, customer and marketing). – Clear details of how relationships with internal and external partners, suppliers and end user customers will be maintained (i.e. value creation). – A thorough description and analysis of the relevant sub-aspects of analytical CRM – A chosen organisational system/s (operational CRM) that are relevant and have been explained as to how they will be used to support the CRM strategy – Defining the method of implementation and the means to measure success – Support and validation throughout the model/plan to relevant theory and industry practice (if applicable). 	

Submission:

SYNOPSIS – Students will present a 3 minute synopsis of Part A of their report to their lecturer including supporting materials i.e. report plan. Due date is Wednesday 20th April in class.

REPORT – All CRM Reports must be submitted through Holmesglen Brightspace as a Dropbox assignment. This will enable automatic checking for similarity through Turnitin. Due date is **Friday, May 20, 5pm.**

Assessment 2: CRM Report

Student Name:

Assessment Criteria	Unsatisfactory Not acceptable, does not meet criteria	Satisfactory . Meets criteria to a basic standard, adequate	Good. Meets criteria to an acceptable standard. Above average.	Very good. Meets criteria to a high standard, well above average	Outstanding. Excellent, exceptional, clearly meets criteria to a very high standard	Weight 20%	Marks
	0%-49%	50-59%	60-69%	70-79%	80+%		
SYNOPSIS of Part A.						5	
PART A - Description of your chosen company (name, location, what their core business is, how they are B2B or B2C, why you chose them) Explanation of current CRM strategy (customers, RVD, RLC)						15	
Reason for new CRM strategy and the objectives of the new strategy						10	
Details of how all customer relationships will be maintained						10	
Relevant sub-aspects of analytical CRM are described and analysed						15	
Organisational system/s chosen are relevant and contain an explanation as to how they will be used to support the CRM strategy						15	
Method of implementation and the means to measure success have been fully defined						10	
Support and validation throughout the model/plan to relevant theory and industry practice (if applicable)						15	
Approx. 2000 words Spelling and grammar are correct Research is reputable and current Document is presented professionally Sources and quotes are acknowledged and referenced correctly						5	
Total						100	

Feedback: