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MKTG 2031: Customer Relationship Management (CRM) Software Administration

EFFECTIVE DATE

September 2021

DEPARTMENT

Marketing Technology Diploma

DESCRIPTION

In this course students work with CRM software to collect, analyze and automate customer data and create applications in a laboratory setting. Upon completion of the course students will be prepared to write an examination to become a certified CRM administrator.

CREDITS

3.0

YEAR OF STUDY

2nd Year Post-secondary

PREREQUISITES

MKTG 1024 Customer Relationship Management

COREQUISITES

None

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Customize applications, including page layouts, fields, tabs, and business processes
- Create high-value reports and dashboards
- Create a secure CRM environment
- Maintain and import clean data
- Set up workflow automation
- Automate the support and case process
- Write a CRM administrator certification exam

PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

HOURS

Lecture: 45

INSTRUCTIONAL STRATEGIES

Lectures, demonstrations, group work, online lab assignments

GRADING SYSTEM

Letter Grade (A-F)

PASSING GRADE

C

EVALUATION PLAN

Type	Percentage	Assessment activity
Participation	10	
Assignments	20	
Lab Work	30	
Midterm Exam	20	
Final Exam	20	

COURSE TOPICS

- 1. Understanding the data model and navigation
- 2. Setting up a company profile and configuring the user interface
- 3. Setting up and managing user profiles
- 4. Managing data access and security
- 5. Administering standard and customized fields
- 6. Reports and Dashboards
- 7. Automation
- 8. Data Management

- 9. Managing the Support Process

LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

Broadway campus

1155 East Broadway
Vancouver, B.C. Canada
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Downtown campus

250 West Pender Street
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Annacis Island campus

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