Course Title	:	Social Media and Customer Relationship Management for e-Business
Course Code	:	CDS3009
Recommended Study Year	:	3
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional Approach
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Required
Prerequisite(s)	:	Nil
Co-requisite	:	Nil
Exclusion	:	Nil
Exemption Requirement	:	Nil

Brief Course Description:

This course introduces the fundamentals of social media and customer relationship management (CRM) and the relevant technologies for e-Business. It also covers the strategic use of various social media and CRM applications in e-Business.

Aims:

This course aims at familiarizing students with the latest developments and innovations in social media and CRM and equipping them with relevant knowledge and skills for e-Business applications.

Learning Outcomes (LOs):

Upon completion, students should be able to:

1   Discuss the relevant principles of social media and CRM.
2   Recognize and critically evaluate the potential of social media and CRM applications in various business functions.
3   Assess the current and forthcoming social media and CRM technologies and applications for e-Business.
4   Articulate and propose social media and CRM strategies for e-Business in various business sectors.
5   Recognize and critically evaluate the ethical, social and professional responsibilities associated with social media and CRM applications for e-Business.

Indicative Contents:

Social Media Technology and Services
Email, instant messaging, streaming, blogs, wikis, RSS, geotagging, Web 3.0 (Semantic Web), Bloggers, WordPress, YouTube, LinkedIn, Twitter, Facebook, Weibo, WeChat and others.

Customer Relationship Management
Operational, analytical, collaborative CRM, CRM strategy and architecture, social and mobile CRM, ethical concerns.

e-Business Applications
Internet marketing, advertising, sales force automation, customer service and support, enterprise marketing management, customer profiling, personalisation, product review and recommendation, location-based applications.

Ethical Issues
Privacy & Confidentiality, Intellectual Property/Copyright, Creative Commons/Copyleft, Netiquette.

Teaching Method:

Social networking concepts, services and issues are introduced and discussed in lectures through examples. Students experiment with social media and CRM tools and applications through hand-on exercises during laboratory sessions. They will also analyse real-world cases and examine ethical issues of selected social media applications through case studies and projects.

Assessment:

Continuous Assessment (60%), End-of-term Examination (40%)

Continuous assessment elements:
Class Participation (Individual)	5%
Quizzes, laboratory exercises and case studies (Individual)	30%
Group Project	25%
End-of-term Examination	40%

Measurement of Learning Outcomes:

1. Assessed participation in classroom and laboratory sessions measures students' participation in the course based on their attendance as well as their contribution in class discussion. (LO 1, 2, 3, 4, 5)
2. Introduced in lectures and demonstrated in online tutorials, students' understanding of the principles will be tested through quiz, exercises, case studies and a formal examination. Specifically, students will explore social media applications in the online tutorials through exercises and assignments. The quizzes and formal examination will cover not only the principles but also applications as well as ethical and social issues. (LO 1, 2, 3, 4, 5)
3. A group project will provide students the opportunity to gain experience in social media e-Business applications. They are also required to study the ethical impacts of social media on the target application(s) and discuss any social, moral and legal issues involved. (LO 2, 3, 4, 5)

	LO1	LO2	LO3	LO4	LO5
Class Participation	✓	✓	✓	✓	✓
Quizzes, laboratory exercises and case studies	✓	✓	✓	✓	✓
Group Project		✓	✓	✓	✓
Examination	✓	✓	✓	✓	✓

Required/Essential Readings:

1. Roger McHaney *Web 2.0 and Social Media for Business, 2nd Edition,* 2013.

Recommended/Supplementary Readings:

1. B. Clifton, *Advanced Web Metrics with Google Analytics*, Wiley 2010
2. P. Greenberg, *CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers, Fourth Edition*, McGraw-Hill, 2010.
3. Kenneth C. Laudon and Carol Guercio Traver, *E-commerce: Business, Technology, Society, 12th Edition*, Pearson, 2016.
4. R. Shah, *Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs*, Wharton School Publishing, 2010.
5. G. B. Shelly and M. Frydenberg, *Web 2.0 Concepts and Applications*, Cengage, 2011.

Important Notes:
(1) Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
(2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.
(3) Students are required to submit writing assignment(s) using Turnitin.
(4) To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on https://pla.ln.edu.hk/.

Rubric for Final Examination of CDS3009 – Social Media and CRM for e-Business
(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Extent of knowledge acquired	Student demonstrates a clear understanding of the subject knowledge broadly by (1) answering the entire question and following the instructions completely and thoroughly, (2) organizing the answer in a thoughtful and effective manner, and (3) providing level of correct detail appropriate for the situation. The answer contains few errors.	Student demonstrates a clear understanding of the subject knowledge broadly by (1) answering most of the question and following most of the instructions, (2) attempting to organize the material but organization is not effective, and (3) providing some detail in the answer, but some details are lacking or incorrect. The answer may contain a few errors.	Student demonstrates limited understanding of the subject knowledge by (1) not addressing the entire question or following the instructions, (2) not organizing the answer in a logical manner, or (3) not providing adequate details to support the answer. The answer may contain a lot of errors.
Competence	Student demonstrates a high level of competence in his/her work through the use of advanced skills in producing better than average results.	Student demonstrates an average level of competence through the use of intermediate skills in producing average results.	Student demonstrates a low level of competence through the use of only basic skills in producing below average results.
Presentation	Content of submission is well-presented with very few grammatical mistakes.	Content of submission is satisfactorily presented with no more than a few grammatical mistakes.	Content of submission is not properly presented and/or there are more than a few grammatical mistakes.

Rubric for Quizzes of CDS3009 – Social Media and CRM for e-Business
(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Extent of knowledge acquired	Student demonstrates a clear understanding of the subject knowledge broadly.	Student demonstrates a reasonable understanding of major parts of the subject knowledge.	Student demonstrates limited understanding of only certain parts of the subject knowledge.

Rubric for Case Studies of CDS3009 – Social Media and CRM for e-Business
(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Adequacy of data collection	Student collects an adequate amount of primary and/or secondary data relevant to the case study to ensure the robustness and generalizability of the analysis.	Student collects a reasonable amount of primary and/or secondary data relevant to the case study with omission of one or two key variables. The analysis is valid but may not be accurate or generalizable.	Amount of primary and/or secondary data collected is insufficient to ensure the robustness, accuracy or generalizability of the analysis.
Rigour of analysis	Student performs systematic and methodical analysis of the case with sufficient rigour and detail.	Student performs some appropriate analysis of the case with a reasonable amount of rigour and detail.	Student performs little logical analysis of the case or demonstrates a lack of rigour in the analysis.
Application of subject knowledge	Student demonstrates an overall understanding of subject knowledge in applying all relevant concepts and methods to the case.	Student demonstrates a reasonable understanding of subject knowledge in applying the most important concepts and methods to the case.	Student demonstrates little understanding of subject knowledge in applying very few/irrelevant concepts and methods to the case.
Presentation	Content of submission/ presentation is well-formatted with a clearly readable layout and very few grammatical/ formatting mistakes.	Content of submission/ presentation is properly formatted with a reasonable layout and no more than a few grammatical/ formatting mistakes.	Content of submission/ presentation is not properly formatted and/or there are more than a few grammatical/ formatting mistakes.
Observation/ Reflection	Well-documented observation/ reflection of the process or results of work.	Some relevant observation/ reflection of the process or results of work.	Little or no relevant observation/ reflection of the process or results of work.

Rubric for Laboratory Exercises of CDS3009 – Social Media and CRM for e-Business
(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Completeness	Almost all of the requirements are genuinely fulfilled.	The majority of the requirements are fulfilled.	The majority of the requirements are not fulfilled.
Rigour/ Level of detail	Student clearly follows a rigorous procedure and produces a high level of detail.	Student executes a proper procedure with reasonable rigour and produces sufficient detail.	No clear procedure is followed and/or the amount of detail produced is insufficient.
Competence	Student demonstrates a high level of competence in his/her work through the use of advanced skills in producing better than average results.	Student demonstrates an average level of competence through the use of intermediate skills in producing average results.	Student demonstrates a low level of competence through the use of only basic skills in producing below average results.
Presentation	Content of submission is well formatted with a clearly readable layout and very few grammatical/ formatting mistakes.	Content of submission is properly formatted with a reasonable layout and no more than a few grammatical/ formatting mistakes.	Content of submission is not properly formatted and/or there are more than a few grammatical/ formatting mistakes.
Observation/ Reflection	Well documented observation/ reflection of the process or results of work.	Some relevant observation/ reflection of the process or results of work.	Little or no relevant observation/ reflection of the process or results of work.

Rubric for Project Presentation of CDS3009 – Social Media and CRM for e-Business
(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Appropriate time allocation and pace.	Allocate time appropriately, and managed time effectively, with smooth progression. Appropriate pace. Start presentation punctually.	Marginally long or marginally short but uses time reasonably effectively. Reasonable pace. Start presentation punctually.	Significantly too short or too long and did not use time effectively. Pace is significantly too fast or too slow. Don't start presentation punctually.
Clear, logically organized and relevant content.	Information included is always relevant. Clearly stated and developed points. Material flows extremely well and is well organized. No ambiguities are left unexplained.	Information included is generally relevant. Key points are relatively clear. Most information presented in logical sequence; sufficiently well-organized with generally satisfactory flow. Some ambiguities are left unexplained.	Much of the information included is not relevant and even key points are not clear. Presentation is choppy or disjointed, does not flow well, and has no apparent logical order.
Effective use of presentation tools.	Balanced and proper use of presentation tools with little or no distraction (e.g., appropriate animation/pictures, appropriate information on each slide, good color combination, clear titles, etc.)	Generally good use of presentation tools. Some distractions but they are not overwhelming (e.g., reasonable animation/pictures, fair information on each slide, fair color combination, fair titles, etc.)	Poor use of presentation tools and/or many distractions (e.g., too much animation/pictures, too much information on a slide, poor color combination, absence of titles, etc.)
Uses good body language, eye contact, appropriate voice tone.	Shows poise and composure; makes good eye contact with audience; balanced posture; shows enthusiasm and confidence; uses voice tone effectively.	Fairly poised and composed; makes fairly good eye contact with audience; balanced posture; shows some enthusiasm and confidence; uses voice tone quite effectively.	Little poise and composure; makes little or no eye contact with audience; poor posture; shows little or no enthusiasm and confidence; uses voice tone ineffectively or too monotone.
Gains/holds attention	Provides good motivation to engage the audience's interest. Presents the content in a manner that captivates the audience's attention.	Provides reasonable motivation to engage the audience's interest. Audience is reasonably engaged but there are instances where the presentation is otherwise dull.	Provides insufficient motivation to engage the audience's interest. Dull presentation of content that does not engage the audience.
Uses instructor defined role appropriate dress	Professionally dressed as expected by the instructor.	Minor deviations from instructor's expectations.	Do not dress in a manner expected by the instructor.
Clarity of speech/Accuracy of grammar & pronunciation	Voice is consistently comprehensible; grammar and pronunciation are accurate.	Voice is generally comprehensible; grammar and pronunciation are adequate but with some mistakes.	Voice is incomprehensible on several occasions; many mistakes in terms of grammar and pronunciation.

Rubric for Group Project of CDS3009 - Social Media and CRM for e-Business
(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Adequacy of data collection	Student collects an adequate amount of primary and/or secondary data relevant to the case study to ensure the robustness and generalizability of the analysis.	Student collects a reasonable amount of primary and/or secondary data relevant to the case study with omission of one or two key variables. The analysis is valid but may not be accurate or generalizable.	Amount of primary and/or secondary data collected is insufficient to ensure the robustness, accuracy or generalizability of the analysis.
Rigour of analysis	Student performs systematic and methodical analysis of the data with sufficient rigour and detail	Student performs some appropriate analysis of the data with a reasonable amount of rigour and detail	Student performs little logical analysis of the data or demonstrates a lack of rigour in the analysis
Competence	Student demonstrates a high level of competence in his/her work through the use of advanced skills in producing better than average results	Student demonstrates an average level of competence through the use of intermediate skills in producing average results	Student demonstrates a low level of competence through the use of only basic skills in producing below average results
Application of subject knowledge	Student demonstrates an overall understanding of subject knowledge in applying all relevant concepts and methods to the project	Student demonstrates a reasonable understanding of subject knowledge in applying the most important concepts and methods to the project	Student demonstrates little understanding of subject knowledge in applying very few/irrelevant concepts and methods to the project
Presentation	Content of submission/ presentation is well-formatted with a clearly readable layout and very few grammatical/ formatting mistakes	Content of submission/ presentation is properly formatted with a reasonable layout and no more than a few grammatical/ formatting mistakes	Content of submission/ presentation is not properly formatted and/or there are more than a few grammatical/ formatting mistakes
Observation/ Reflection	Well-documented observation/ reflection of the process or results of work	Some relevant observation/ reflection of the process or results of work	Little or no relevant observation/ reflection of the process or results of work

Rubric for Class Participation of CDS3009 - Social Media and CRM for e-Business
(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Attendance	Student attends all/most classes.	Student often attends classes.	Student seldom attends classes.
Punctuality	Student is always/almost always punctual.	Student is usually punctual.	Student is usually not punctual.
Participation	Student actively participates in class discussions and other in-class activities in most occasions.	Student actively participates in class discussions and other in-class activities in some occasions.	Student seldom participates in class discussions and other in-class activities.