

 LSPR Institute of Communication & Business <small>The Leading Graduate School of Communication & Business ASEAN Global Campus</small> MASTER PROGRAMME		INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI			CODE RPS/PGP/S2/MCM/EVEN/SCM
SEMESTER LEARNING PLAN					
SUBJECT	CODE	MK Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Strategic Customer Management	MKT9101		3 credits	2	February 2022
Authority/Approval	RPS Development Lecturer		Subject Coordinator		Head of Study Program
	Prof. Dr. Ulani Yunus, MM		Dr. Rubiyanto, MM		Dr. Andika Witono, MM
Learning Outcomes	PLO - Study Program charged to the Subject				
	PLO 1 – K1	Understand how to use communication theory to solve problems in companies, customers, and apply it in professional and individual life.			
	PLO 2 – K2	Developing science and technology in the field of communication and professional practice through research to produce innovative and tested work.			
	PLO 3 – GS5	Able to formulate scientific ideas, thoughts and arguments responsibly and based on academic ethics, and communicate them through the media to the academic community and the wider community.			
	PLO 4 – SS1	Producing innovative, applicable and productive work in the form of social technology, management in the field of communication and matters related to communication.			

	PLO 5 – A3	Demonstrate a responsible attitude towards work in his/her field of expertise independently.
	Course Learning Outcomes (CLO)	
	CLO 1	Students are able to explain and analyze the concept of strategic customer management, as well as identify the important role of communication in building long-term relationships between companies and customers. Related PLO: K1, PK2
	CLO 2	Students demonstrate professionalism and responsibility in developing ethical and consumer-oriented customer communication strategies. Related PLO: A3
	CLO 3	Students are able to design innovative, data-driven customer communication strategies using a multidisciplinary approach, and present them systematically in the form of scientific papers and professional presentations. Related PLO: GS3, SS1
	Final Competence of Each Learning Stage (Sub-CLO)	
	Meeting 1 Students are able to explain the basic concepts of customer management and its role in communication strategy. PLO Achieved: K1, GS3 CLO: 1, 3 Meeting 2 Students are able to identify customer needs and expectations based on demographic and psychographic data. PLO Achieved: K2, SS1 CLO: 1, 3	

Meeting 3

Students are able to explain the customer relationship model and customer loyalty cycle.

PLO Achieved: K1, K2 | **CLO:** 1

Meeting 4

Students are able to analyze the role of technology in personalizing customer service and customer journey mapping.

PLO Achieved: SS1, GS3 | **CLO:** 3

Meeting 5

: Students are able to examine customer engagement and customer retention strategies using an interdisciplinary approach.

PLO Achieved: SS1, K2 | **CLO:** 1, 3

Meeting 6

Students are able to demonstrate professionalism and responsibility in addressing customer conflicts and resolving complaints.

PLO Achieved: A3 | **CLO:** 2

Meeting 7

: Students are able to develop customer communication strategies that utilize digital media and multi-platform channels.

PLO Achieved: GS3, SS1 | **CLO:** 3

Meeting 8 – Midterm Exam:

Evaluate understanding of core concepts of customer management strategy through case studies.

PLO Achieved: K1, K2, GS3 | **CLO:** 1, 3

Meeting 9

Students are able to apply the concept of CRM (Customer Relationship Management) in strategic communication.

PLO Achieved: K1, SS1 | **CLO:** 1, 3

Meeting 10

Students are able to analyze case studies of customer loyalty and brand advocacy.

PLO Achieved: K2, SS1 | **CLO:** 1, 3

Meeting 11

Students are able to develop a communication plan based on customer behavior segmentation.

PLO Achieved: K2, GS3 | **CLO:** 3

Meeting 12

Students are able to evaluate the effectiveness of communication strategies based on customer data and market research results.

PLO Achieved: K2, SS1 | **CLO:** 1, 3

Meeting 13

Students are able to integrate ethical principles in cross-cultural customer communication.

PLO Achieved: A3, GS3 | **CLO:** 2, 3

Meeting 14

Students are able to compile a customer communication strategy report using a data-based and visualization-based approach.

PLO Achieved: SS1, GS3 | **CLO:** 3

Meeting 15

Students are able to present strategic communication solutions based on customer case studies.

PLO Achieved: GS3, SS1 | **CLO:** 3

Meeting 16 – Final Exam

Students are able to reflect on the learning process and design sustainable customer communication strategy development.

PLO Achieved: K2, A3 | **CLO:** 1, 2, 3

Correlation of PLO to Sub-CLO

PLO / Meeting	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
K1	✓		✓				✓	exams	✓			✓			✓	final exam
K2		✓	✓		✓			exams	✓	✓	✓			✓		final exam
GS3	✓			✓			✓	exams		✓		✓	✓		✓	final exam
SS1		✓		✓	✓	✓	✓	exams		✓		✓		✓		final exam
A3						✓		exams			✓		✓		✓	final exam

<p>Brief Description of SUBJECT</p>	<p>This course explores the concepts and practices of strategic customer management within the context of marketing communications and business relationships. Students will learn how to understand customer needs, behaviors, and expectations, build valuable long-term relationships, and design data-driven communication and service strategies. The approach used includes customer journey mapping, loyalty management, and the integration of digital technology in customer relationship management. The course is designed to equip students with the competencies to manage customers as a strategic organizational asset.</p>
<p>Study Material: Learning materials</p>	<p>Learning Study Materials</p> <p>1. Basic Concepts and Evolution of Customer Management</p> <ul style="list-style-type: none"> • Definition and purpose of Customer Relationship Management (CRM) • The evolution of customer management: from transactional to relationship • Customer value and strategic segmentation <p>Reference:</p> <ul style="list-style-type: none"> • Books: Buttle, F., & Maklan, S. (2019). <i>Customer Relationship Management: Concepts and Technologies</i> (4th ed.), Routledge, Ch. 1–2, pp. 3–40. https://www.routledge.com/Customer-Relationship-Management-Concepts-and-Technologies/Buttle-Maklan/p/book/9781138498250 • Journal: Nugroho, AY, & Santoso, B. (2020). “Customer Relationship Management Strategy in Retail Companies in Indonesia.” <i>Journal of Management and Entrepreneurship</i> , 22(1), 45–58. https://journal.ubaya.ac.id/index.php/jSubject/article/view/2687 <hr/> <p>2. Customer Segmentation, Targeting, and Customer Lifetime Value</p> <ul style="list-style-type: none"> • Customer segmentation techniques (demographic, psychographic, behavioral)

- Value-based targeting strategy
- Calculating and utilizing Customer Lifetime Value (CLV)

Reference:

- Books: Kumar, V., & Reinartz, W. (2018). *Customer Relationship Management: Concept, Strategy, and Tools* (3rd ed.), Springer, Ch. 5, pp. 97–122.
<https://link.springer.com/book/10.1007/978-3-319-77422-2>
- Journal: Handayani, RD (2019). “Implementation of Customer Lifetime Value in Marketing Strategy.” *Journal of Islamic Economics and Business* , 7(2), 211–222.
<https://journal.iainkudus.ac.id/index.php/ekbis/article/view/5866>

3. Technology and Data in Customer Management

- Digital CRM system and customer data integration
- Marketing automation and customer profiling
- Leveraging big data and customer analytics

Reference:

- Books: Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.), Pearson Education, Ch. 6, pp. 202–230.
<https://www.pearson.com/en-gb/subject-catalog/p/digital-marketing/P200000003907>
 - Journal: Pramono, D., & Sari, R. (2021). “The Effect of CRM Technology Utilization on Customer Loyalty.” *Journal of Information Systems and Business* , 10(1), 35–47.
<https://journal.uir.ac.id/JSB/article/view/17063>
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4. Communication Strategy and Customer Experience

- Customer journey mapping
- Personalized communication strategy
- Touchpoint management and customer service excellence

Reference:

- Books: Shaw, C., & Ivens, J. (2019). *Building Great Customer Experiences* , Palgrave Macmillan, Ch. 3–4, pp. 67–110.
<https://link.springer.com/book/10.1057/9780230209787>
- Journal: Wulandari, F. (2020). “The Importance of Customer Experience in Digital Customer Loyalty.” *Journal of Marketing Communication* , 4(2), 55–65.
<https://journal.untar.ac.id/index.php/komunikasipemasaran/article/view/7539>

5. Customer Retention and Loyalty Strategy

- Loyalty programs: design and measuring effectiveness
- Net Promoter Score (NPS) and feedback loop
- Retention as a business sustainability strategy

Reference:

- Books: Peppers, D., & Rogers, M. (2019). *Managing Customer Experience and Relationships* (3rd ed.), Wiley, Ch. 8, pp. 171–195.
<https://www.wiley.com/en-us/Managing+Customer+Experience+and+Relationships%3A+A+Strategic+Framework%2C+3rd+Edition-p-9781119236252>

	<ul style="list-style-type: none"> Journal: Rachmawati, E., & Halim, RE (2018). “Customer Loyalty Through Brand Experience and Trust.” <i>Indonesian Journal of Management</i> , 18(3), 220–231. https://jurnal.ui.ac.id/index.php/jbm/article/view/9689
Library	Main
	<p>Main Library</p> <ol style="list-style-type: none"> Buttle, F., & Maklan, S. (2019). <i>Customer Relationship Management: Concepts and Technologies</i> (4th ed.), Routledge, Ch. 1–2, pp. 3–40. https://www.routledge.com/Customer-Relationship-Management-Concepts-and-Technologies/Buttle-Maklan/p/book/9781138498250 Kumar, V., & Reinartz, W. (2018). <i>Customer Relationship Management: Concept, Strategy, and Tools</i> (3rd ed.), Springer, Ch. 5, pp. 97–122. https://link.springer.com/book/10.1007/978-3-319-77422-2 Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.), Pearson Education, Ch. 6, pp. 202–230. https://www.pearson.com/en-gb/subject-catalog/p/digital-marketing/P200000003907 Shaw, C., & Ivens, J. (2019). <i>Building Great Customer Experiences</i> , Palgrave Macmillan, Ch. 3–4, pp. 67–110. https://link.springer.com/book/10.1057/9780230209787 Peppers, D., & Rogers, M. (2019). <i>Managing Customer Experience and Relationships</i> (3rd ed.), Wiley, Ch. 8, pp. 171–195. https://www.wiley.com/en-us/Managing+Customer+Experience+and+Relationships%3A+A+Strategic+Framework%2C+3rd+Edition-p-9781119236252

	Supporters
	<p>Supporting Library</p> <ol style="list-style-type: none"> 1. Nugroho, AY, & Santoso, B. (2020). "Customer Relationship Management Strategy in Retail Companies in Indonesia." <i>Journal of Management and Entrepreneurship</i> , 22(1), 45–58. https://journal.ubaya.ac.id/index.php/jmk/article/view/2687 2. Handayani, RD (2019). "Implementation of Customer Lifetime Value in Marketing Strategy." <i>Journal of Islamic Economics and Business</i> , 7(2), 211–222. https://journal.iainkudus.ac.id/index.php/ekbis/article/view/5866 3. Pramono, D., & Sari, R. (2021). "The Effect of CRM Technology Utilization on Customer Loyalty." <i>Journal of Information Systems and Business</i> , 10(1), 35–47. https://journal.uui.ac.id/JSB/article/view/17063 4. Wulandari, F. (2020). "The Importance of Customer Experience in Digital Customer Loyalty." <i>Journal of Marketing Communications</i> , 4(2), 55–65. https://journal.untar.ac.id/index.php/komunikasipemasaran/article/view/7539 5. Rachmawati, E., & Halim, RE (2018). "Customer Loyalty Through Brand Experience and Trust." <i>Indonesian Journal of Management</i> , 18(3), 220–231. https://jurnal.ui.ac.id/index.php/jbm/article/view/9689
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, <i>Infocus</i> , <i>Whiteboard</i> , Marker.
Supporting lecturer	Dr. Rubiyanto, MM Dr. Andika Witono, MM

Course Requirements	-
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Week 2	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms; Methods; Student Assignments	Learning Materials [Complete Reference]	Weight (%)
1	Students are able to explain the basic concepts of CRM and the evolution of customer relationships.	Quizzes & discussions	Interactive lecture (120'); discussion (30')	Buttle, F., & Maklan, S. (2019). <i>Customer Relationship Management: Concepts and Technologies</i> (4th ed.), Routledge, Ch. 1–2, pp. 3–40.	5
2	Students are able to explain customer value and value-based segmentation.	Short assignment	Explanation of material (90'); study of article (60')	Nugroho, AY, & Santoso, B. (2020). <i>Journal of Management and Entrepreneurship</i> , 22(1), 45–58.	5
3	Students are able to study strategic segmentation and targeting techniques.	Segment analysis task	Segmentation workshop (120')	Kumar, V., & Reinartz, W. (2018). <i>Customer Relationship Management</i> (3rd ed.), Springer, Ch. 5, pp. 97–122.	5
4	Students are able to calculate and utilize Customer Lifetime Value.	Practice & discussion	CLV Modeling (120')	Handayani, RD (2019). <i>Journal of Islamic Economics and Business</i> , 7(2), 211–222.	5
5	Students are able to evaluate the use of CRM and automation technology.	Article review	Literature discussion (90'); mini tools practice (30')	Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.), Pearson, Ch. 6, pp. 202–230.	5
6	Students are able to analyze data integration and digital customer profiles.	Individual assignments	Data mapping exercise (120')	Pramono, D., & Sari, R. (2021). <i>Journal of Information Systems and Business</i> , 10(1), 35–47.	5
7	Students are able to explain the importance of customer journey and customer experience.	Case study	Study presentation & group discussion (120')	Shaw, C., & Ivens, J. (2019). <i>Building Great Customer Experiences</i> , Palgrave Macmillan, Ch. 3–4, pp. 67–110.	5

Week 2	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms; Methods; Student Assignments	Learning Materials [Complete Reference]	Weight (%)
8	Midterm Exam – Evaluation of CRM, CLV, and Digital Tools Concepts	Written exam	Classroom exam (120')	Material for weeks 1–7	10
9	Students are able to design data-based personalization and communication strategies.	Strategy assignment	Personal communication simulation (120')	Wulandari, F. (2020). <i>Journal of Marketing Communications</i> , 4(2), 55–65.	5
10	Students are able to build positive touchpoints and customer service excellence.	Service reflection	Observation & discussion of service experience (120')	Peppers, D., & Rogers, M. (2019). <i>Managing Customer Experience and Relationships</i> (3rd ed.), Wiley, Ch. 8, pp. 171–195.	5
11	Students are able to evaluate the effectiveness of customer retention strategies.	Loyalty program design assignment	Design programs and presentations (120')	Rachmawati, E., & Halim, RE (2018). <i>Indonesian Journal of Management</i> , 18(3), 220–231.	5
12	Students are able to apply Net Promoter Score (NPS) and feedback analysis.	NPS exercises and reflections	Survey practice and mapping results (120')	Peppers, D., & Rogers, M. (2019), Ch. 8, pp. 171–195.	5
13	Students are able to analyze customer engagement through digital channels.	Digital media review	Media discussion & practice report (120')	Chaffey, D., & Ellis-Chadwick, F. (2019), Ch. 6.	5
14	Students are able to develop long-term retention strategies based on loyalty.	Strategy proposal	Lecturer strategy & consultation workshop (120')	Kumar, V., & Reinartz, W. (2018), Ch. 5.	5
15	Final Semester Exam – Customer management strategy simulation	Strategy presentation	Final project presentation (120')	All references	10
16	Students are able to reflect on learning and develop strategic insights for the future.	Final reflection	Panel discussion & self-review (120')	All references	5

Approved, Date: Head of the study program	Checked, Date: Course Coordination/Field of Expertise	Created, Date: The lecturer in question
(.....)	(.....)	(.....)
Check : Quality Assurance Unit (.....)		

Notes:

1. Study Program Graduate Learning Outcomes (PLO-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The PLO charged to a course is a number of learning outcomes of study program graduates (PLO-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.
3. Course CP (CLO) is a capability that is specifically described from the PLO that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CLO) is a capability that is specifically described from SPMK that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.

6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments . Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, and/or other equivalent forms of learning.
9. Learning Methods : *Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and* other equivalent methods.
10. Learning materials are details or descriptions of study materials that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the assessment percentage for each sub-CLO achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CLO, and the total is 100%.
12. **TM**= Face to Face, **PT**= Structured Assignment , **BM**= Independent Learning.

No	<i>Forms of Learning Blended Learning (On-Line/E-Learning)</i>	EL
1	<i>E-Learning Videos</i>	EL-1
2	<i>Discussion at Forum</i>	EL-2
3	<i>Video Conference or Webinar (Web Seminar)</i>	EL-3
4	<i>E-simulation using software</i>	EL-4
5	<i>Vlog Presentation</i>	EL-5
6	<i>Writing Paper Online</i>	EL-6

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. Presence.

This component has a point value of **10%** of the total face-to-face meetings in class.

b. Task.

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points**.

c. MIDTEST (Mid Semester Exam).

The mid-term exam (MIDTEST) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The MIDTEST can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The MIDTEST grade is weighted at **20%**.

d. FINAL EXAM (End of Semester Exam).

The final exam (FINAL EXAM) is conducted in the 16th week of the total number of meetings. The FINAL EXAM assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The FINAL EXAM can take the form of a written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The FINAL EXAM grade is weighted at **30%**.

Assessment Rubric

Level/Grade	Numbers/Scores	Job Description/Indicators
A	90.00 – 100	This is the achievement of superior students, namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize

		real problems in society/industry and are able to propose solution concepts.
A-	85.00 – 89.99	This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy.
B+	80.00 – 84.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy.
E	≤79,99	This is the achievement of students who do not carry out assignments and do not understand the material at all.