

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2023-2024

I. Thông tin chung

Tên học phần:	Quản trị Quan hệ Khách hàng		
Mã học phần:	7MA0680	Số tin chỉ:	3
Mã nhóm lớp học phần:	232_7MA0680_01		
Hình thức thi: Dự án/Đồ án/Bài tập lớn/Tiểu luận	Thời gian làm bài:	30	Phút/ ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Quy cách đặt tên file	<i>Student ID_Student Name_232_7MA0680_01_Group Name_Final</i>		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 15/03/2024.**

1. Formatting Guide

- Assignment total length should be within 30 slides PowerPoint ($\pm 10\%$),
- Individuals submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.
- This is a group assignment.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhật Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Assessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO 1	Understand the concepts and terms of consumer behavior	Group Project (with Presentation)	30%	1	3	ELO3 (S)
CLO 2	Applying the main factors (cultural, social, personal, psychological) affecting consumer behavior	Group Project (with Presentation)	30%	1	3	ELO4 (H)
CLO 3	Applying the consumer buying decision process in cases	Group Project (with Presentation)	20%	1	2	ELO5 (H)
CLO 5	Have the ability to be self-directed and responsible in future study and work	Group Project (with Presentation)	20%	1	2	ELO10,11 (S)

III. Assignment Requirement

1. Topic

Context:

As a destination marketing organization of Hội An, your primary goal is to attract tourists, businesses, and investors to this enchanting destination.

Key objectives of your company:

- To engage tourists

- To promote Hội An's economic potential, investment incentives, and favorable business environment to attract businesses and investors.
- To ensure long-term success, cultivate international connections, prioritize sustainability, and promote responsible tourism practices.

Report Requirement:

In this task, you will prepare a report covering:

Task 1. Identify all possible B2C and B2B partners for your destination marketing organization. (2 points)

Task 2. Use the insights gained from the task to design a complete CRM strategy plan for your organization. Your plan should cover: (1 point for each requirement)

1. Define CRM objectives
2. Identify all possible Customer journey(s) of the above customers and business partners
3. Segment customers
4. Identify the customizations that you think could be applied for each of the 7P of your organization
5. Set KPIs
6. Implement CRM initiatives

Task 3. Present orally in the group and be responsible for defending the work in class (2 points)

Presentation requirements:

- Form a group of 4-5 members. And present the report in class for 20 minutes for each group;
- Design report using presentation slides which should be submitted individually through the CTE website and on the E-learning system;
- You should use in-text references and a list of all cited sources at the end of the report by applying APA referencing style.

2. Style and Formatting Guide

- The assignment's total length should be within 30 slides PowerPoint ($\pm 10\%$);
- Please submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system;
- File Naming: *Student ID_Student Name_232_7MA0680_01_Group Name_Final*;
- Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

3. Grading and Rubric

Criteria	Weighting (%)	Very Good 8-10 pts	Good From 6 – under 8 pts	Average From 4 to under 6 pts	Poor Under 4
----------	---------------	-----------------------	---------------------------------	-------------------------------------	-----------------

Presentation Time & Report Format	20%	<ul style="list-style-type: none"> - Perfect timing - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Adequate Timing (± 30 seconds) - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Too short or too long (± 1 minute) - Slide Quality: Layout & Visual averagely clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Finish abruptly (over ± 1 minute) - Slide Quality: Layout & Visual unclear and unclean - The group works well, shares and supports each other
Report Content	30%	<ul style="list-style-type: none"> - Very well precise, scientific - Use numbers and academic researches for evidence - Sequence information and ideas logically and skillfully; coherent progression throughout 	<ul style="list-style-type: none"> - Mostly precise, scientific, still produce occasional errors - Use numbers and academic researches for evidence, still lack of accuracy - Arrange information and ideas quite logically; clear progression throughout 	<ul style="list-style-type: none"> - Some precise and scientific, may make some errors - Limited use numbers and academic researches for evidence information and ideas relatively logically 	<ul style="list-style-type: none"> - Limited precise and scientific, make noticeable errors - No numbers and academic researches for evidence - Lacks structure and is difficult to follow.
Understanding and Relating to Foundation Marketing Knowledge	20%	<ul style="list-style-type: none"> - Have a deep understanding of foundation Marketing knowledge and could relate to those theoretical parts, linking 	<ul style="list-style-type: none"> - Express quite clear and thorough understanding. Could relate to Marketing knowledge 	<ul style="list-style-type: none"> - Express some understanding and basic application 	<ul style="list-style-type: none"> - No understanding of foundation knowledge, no relation between theory and

		them perfectly to real-life application	with some demonstration on real-life application		practical application .
Presentation skills	20%	<ul style="list-style-type: none"> - Present issues and arguments attractively and persuasively - Very good interaction with audience 	<ul style="list-style-type: none"> - Present clearly but unattractive; arguments are quite persuasive - Good interaction with audience 	<ul style="list-style-type: none"> - Difficult to follow but still able to understand important contents - Inadequate interaction with audiences 	<ul style="list-style-type: none"> - Present unclearly, may not understand - No interaction with audiences
Q&A	10%	<ul style="list-style-type: none"> - Answer all questions correctly 	<ul style="list-style-type: none"> - Answer all questions, still some errors 	<ul style="list-style-type: none"> - Answer some questions 	<ul style="list-style-type: none"> - Cannot answer

Internal Verifier

Ho Chi Minh City, 20th March 2023

Lecturer



MSc. Trần Nguyễn Hải Ngân



MS. Nguyễn Phương Ngọc