

## 7.15: Assignment- Information Systems in Retail and CRM Software

Imagine that the small organic sports drink business that you have been working for is expanding into a few new markets. However, with new markets comes new demographics of customers and you need to set up a customer relationship management program at your company. You have been charged with finding a Customer Relationship Management (CRM) software that is efficient and effective while keeping costs to a minimum.

### Assignment

Your task is to search the Internet to find several CRM Software options to present to your manager. Prepare a summary along with a chart comparing the different features:

- Costs
- Ease of use (for customers and the company)
- Technology required to operate
- Security procedures to keep customers personal information safe
- How this CRM would improve customer relations
- Ways the CRM allows you to analyze customer data and identify target customers

Note that you can include other features beyond this list.

Ultimately, try to show that the end results (such as profits) for your store could be worth the monetary investment of the CRM for your store.

You will submit your CRM chart and a three-paragraph essay describing which option you chose and why. Please explain how the new CRM will be implemented into your store.

### Grading Rubric

This assignment is worth a total of 50 points.

Grading Rubric

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Organization and format	<b>4 pts</b> Writing lacks logical organization. It may show some coherence but ideas lack unity. Serious errors and generally is an unorganized format and information.	<b>6 pts</b> Writing is coherent and logically organized, using a format suitable for the material presented. Some points may be contextually misplaced and/or stray from the topic. Transitions may be evident but not used throughout the essay. Organization and format used may detract from understanding the material presented.	<b>8 pts</b> Writing is coherent and logically organized, using a format suitable for the material presented. Transitions between ideas and paragraphs create coherence. Overall unity of ideas is supported by the format and organization of the material presented.	<b>10 pts</b> Writing shows high degree of attention to details and presentation of points. Format used enhances understanding of material presented. Unity clearly leads the reader to the writer's conclusion and the format and information could be used independently.	<b>10 pts</b>

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Content	<b>4 pts</b> Some but not all required questions are addressed. Content and/or terminology is not properly used or referenced. Little or no original thought is present in the writing. Concepts presented are merely restated from the source, or ideas presented do not follow the logic and reasoning presented throughout the writing.	<b>6 pts</b> All required questions are addressed but may not be addressed with thoughtful consideration and/or may not reflect proper use of content terminology or additional original thought. Additional concepts may not be present and/or may not be properly cited sources.	<b>8 pts</b> All required questions are addressed with thoughtful consideration reflecting both proper use of content terminology and additional original thought. Some additional concepts may be presented from other properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.	<b>10 pts</b> All required questions are addressed with thoughtful in-depth consideration reflecting both proper use of content terminology and additional original thought. Additional concepts are clearly presented from properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.	<b>10 pts</b>
Development – Critical Thinking	<b>8 pts</b> Shows some thinking and reasoning but most ideas are underdeveloped, unoriginal, and/or do not address the questions asked. Conclusions drawn may be unsupported, illogical or merely the author's opinion with no supporting evidence presented.	<b>12 pts</b> Content indicates thinking and reasoning applied with original thought on a few ideas, but may repeat information provided and/ or does not address all of the questions asked. The author presents no original ideas, or ideas do not follow clear logic and reasoning. The evidence presented may not support conclusions drawn.	<b>16 pts</b> Content indicates original thinking, cohesive conclusions, and developed ideas with sufficient and firm evidence. Clearly addresses all of the questions or requirements asked. The evidence presented supports conclusions drawn.	<b>20 pts</b> Content indicates synthesis of ideas, in-depth analysis and evidence beyond the questions or requirements asked. Original thought supports the topic, and is clearly a well-constructed response to the questions asked. The evidence presented makes a compelling case for any conclusions drawn.	<b>20 pts</b>

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Grammar, Mechanics, Style	<b>4 pts</b> Writing contains many spelling, punctuation, and grammatical errors, making it difficult for the reader to follow ideas clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices disrupts the content. Additional information may be presented but in an unsuitable style, detracting from its understanding.	<b>6 pts</b> Some spelling, punctuation, and grammatical errors are present, interrupting the reader from following the ideas presented clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices may detract from the content. Additional information may be presented, but in a style of writing that does not support understanding of the content.	<b>8 pts</b> Writing is free of most spelling, punctuation, and grammatical errors, allowing the reader to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented in a cohesive style that supports understanding of the content.	<b>10 pts</b> Writing is free of all spelling, punctuation, and grammatical errors and written in a style that enhances the reader's ability to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented to encourage and enhance understanding of the content.	<b>10 pts</b>
Total:					<b>50 pts</b>

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