

# Research on the Design and Practice of Ideological and Political Education in the Course of Customer Relationship Management

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**Abstract.** The classroom is the main battlefield for teaching and educating people, and teachers are the primary responsible persons for classroom teaching. Customer relationship management is a main course for e-commerce and information management and information system majors. By digging into the ideological and political elements of the course and refining the value of educating people, it is conducive to practicing the educational concept of cultivating virtues and cultivating people. In this paper, a questionnaire survey was conducted on 5 classes of customer relationship management course in Yunnan Agricultural University to understand students' satisfaction with the teaching of customer relationship management ideological and political. Four measures were drawn including reasonable design of the course ideological, political teaching system and strengthening the application of teaching methods in order to promote the reform of ideological and political teaching practice of this course.

## 1. Introduction

With the continuous development of economic globalization, competition among enterprises has become fierce increasingly, and the market has shifted from product centric to customer centric<sup>[1]</sup>. In the modern society with developed market economy, customer demand is becoming diverse increasingly, and customer relationship management is becoming important increasingly in enterprises. Through customer relationship management, strengthening communication with customers, and improving products and services timely, we can improve customer satisfaction and loyalty<sup>[2]</sup>.

In June 2020, the Ministry of Education's "Guidelines for the Construction of Ideological and Political Education in Higher Education Curriculum" pointed out that in the teaching of courses related to economics, management, and law, it is necessary to adhere to Marxism as the guidance and accelerate the construction of a discipline system, academic system, and discourse system of philosophy and social sciences with Chinese characteristics<sup>[3]</sup>. The customer relationship management course is a core course for the majors of e-commerce and information management and information systems. Through learning relevant knowledge of customer relationship management, students establish a business philosophy of "customer first". The content involves skills in identifying, establishing, and maintaining relationships with customers, with rich ideological and political elements. This article takes the construction of the customer relationship management course as an opportunity, based on a questionnaire survey and

combined with actual situations, to propose suggestions for ideological and political education reform, strengthen the cultivation of students' honest service, moral and legal professional literacy, and enable education to play a value leading role in the professional teaching process.

## 2. The ideological and political elements contained in the course of customer relationship management

The implementation of ideological and political education in courses cannot be separated from the excavation of ideological and political elements. The customer relationship management course is developed on the basis of extensive practice, related to theory and practice closely. The course contains a large number of ideological and political elements that can be explored, mainly including:

### 2.1. Social responsibility

Customer relationship management involves communication and interaction between enterprises and customers. Corporate social responsibility has a positive impact on the development of the enterprise itself, employee happiness index, and social stability. It manifested in specifically:

As a member of society, enterprises should comply with social ethical standards in their business operations and bear corresponding social responsibilities to contribute to society. Meanwhile, the long-term development of enterprises requires a stable business environment. By focusing on social responsibility,

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enterprises can maintain good social relationships, reduce political and social risks, and ensure their long-term survival and development.

The goal of customer relationship management is to establish a long-term and stable trust relationship with customers, providing them with products and services that meet their needs and expectations. This requires companies to integrate a sense of social responsibility into their operations, improve customer satisfaction, establish a good brand image, and better establish mutual trust and interaction with customers.

In summary, only by focusing on social responsibility can enterprises achieve the dual goals of development and value creation. Therefore, in the teaching of customer relationship management course, attention should be paid to cultivating students' sense of social responsibility, enabling them to understand the relationship between enterprises and society, and understand the need for enterprises to create value for society.

## 2.2. Professional ethics

Good professional ethics is a fundamental quality that every employee in a company must possess, specifically manifested in:

Customers are the source of profit for enterprises, and enterprises and their employees need to prioritize their interests and demonstrate respect, understanding and patience towards customers in their work.

In order to avoid potential legal risks and a decrease in user trust, enterprises need to take measures to protect customer privacy.

Establishing long-term cooperative relationships between enterprises and customers is based on integrity and responsibility, and the cooperation process should follow the cooperation agreement and business ethics.

In summary, enterprises and their employees need to possess good professional ethics in order to establish a good reputation and achieve customer satisfaction. In the teaching of customer relationship management course, emphasis is placed on guiding students to understand the importance of professional ethics and cultivating good professional ethics.

## 2.3. Innovation awareness

For enterprises, innovation is a key factor in winning the market, specifically manifested in:

Currently, market competition is becoming fierce increasingly, and new products and marketing plans are emerging constantly that can help enterprises stand out, attract customers better, increase market share, enhance customer reputation, and thus improve customer satisfaction.

Different customers have different needs, which forces enterprises to innovate to meet the needs of different customers constantly. At the same time, Customer relationship management methods are changing constantly, and enterprises need to innovate to maintain market leadership and provide first-class customer experience constantly.

In summary, enterprises need to maintain innovation awareness, identify and meet customer needs timely, launch new products, improve marketing strategies and service processes, and enhance their comprehensive competitiveness to win the favor of customers. In the teaching of customer relationship management course, education guides students to understand the importance of innovation, master innovative methods, adapt to market demand timely, and continuously innovate in order to gain customer trust and support.

## 2.4. Service awareness

Service awareness is crucial in customer relationship management. Enterprises need to uphold the concept of "customer first", provide high-quality services to customers, and ensure customer satisfaction and loyalty. Specifically manifested in:

Improving customer service quality is the key to achieving customer satisfaction and loyalty<sup>[4]</sup>. Enterprises should be good at listening to customers' needs and opinions, responding to customers and providing effective solutions quickly, and exceeding customer expectations.

Enterprises should provide full service, and every employee of the enterprise should become a participant in customer service. Employees need to understand the company's service philosophy and culture to meet customer needs. Enterprises should ensure that every employee has excellent customer service capabilities through employee training and incentive measures. At the same time, enterprises should establish a feedback mechanism to timely collect, analyze, and respond to customer feedback, in order to optimize customer relationships and service quality.

It can be seen that customer relationship management requires employees to have excellent service awareness. Through the teaching of customer relationship management, students are trained to reflect customer humanization, personalization, and emotional requirements in the service process, emphasizing service quality, and helping enterprises establish strong brand value and customer trust.

## 2.5. Team cooperation awareness

Customer relationship management requires teamwork and cooperation in order to better promote various aspects of customer relationship management. In enterprises, each department has clear responsibilities, such as: the sales team is responsible for establishing contact with customers and ensuring the signing of sales contracts; The marketing team is responsible for understanding and analyzing customer needs and setting marketing strategies to attract more customers. At the same time, effective collaboration between departments is also needed. For example, the sales team needs to provide customer information to the after-sales team in a timely manner in order to provide better after-sales service to customers; The marketing team needs to work with the sales team to develop marketing strategies in order to understand customer needs and provide better marketing solutions.

Therefore, teamwork is crucial for the success of customer relationship management. In the teaching of customer relationship management course, students should be educated and guided to build team awareness, understand the importance of teamwork, learn teamwork and mutual support, and improve the overall quality of the team.

### 3. Research methods and data collection

In order to understand the current ideological and political teaching effectiveness of the customer relationship management course offered by Yunnan agricultural university, a questionnaire survey method was adopted in March 2023 to distribute questionnaires to four undergraduate teaching classes offering the customer relationship management course in the 2020-2022 academic year, covering two undergraduate majors: e-commerce and information management. The questionnaire survey is conducted using the Questionnaire Star mini program, which is distributed online by the customer relationship management teachers in each class, and students voluntarily fill it out. A total of 185 questionnaires were distributed in this survey, and 185 were actually collected. Among them, 185 were valid questionnaires, with a 100% effective rate. Table 1 shows the distribution of students participating in the questionnaire survey. 54 students from the 2018 e-commerce major participated in the survey, accounting for 29.2%; 46 students from the 2019 e-commerce major participated in the survey, accounting for 24.86%; 26 students from the 2019 information management major participated in the survey, accounting for 14.05%; 59 students from the 2020 e-commerce major participated in the survey, accounting for 31.89%.

**Table 1.** Distribution of surveyed students

Subject Specialty	Number	Percentage
2018 level e-commerce	54	29.20%
2019 level e-commerce	46	24.86%
2019 level information management	26	14.05%
2020 level e-commerce	59	31.89%

## 4. Survey results and analysis

### 4.1. Evaluation of course teaching content

Analysis shows that students have a good evaluation of the teaching content of the customer relationship management course. Among the four options involved in the questionnaire, which are "clear logical explanation of the content, coherent knowledge points, prominent key and difficult points, and simple explanations of key knowledge points; timely updating of teaching content to introduce new developments in the subject; typicality of case

selection; high student participation in case analysis questions, and active classroom atmosphere", Students believe that the total ratio of agree and fully agree has reached over 95%, with only a small number of students disagreeing with this statement. From this, it can be seen that the surveyed students have high satisfaction with the teaching content of the course teacher, and the course teaching is carried out smoothly.

### 4.2. Evaluation of course design

From the survey of "students' evaluation of curriculum design", it can be seen that students generally have a high level of identification, The proportion of students who fully agree with the five options of "teaching materials have authority, foundation, and practicality; PPT courseware is clear and complete; mid-term testing can consolidate knowledge points, identify and fill in gaps; process assessment and evaluation methods such as scenario plays, answering questions, and debate competitions are flexible and effective; and the final open-book exam can effectively test learning outcomes" is over 65%, with only a small number of students expressing average, disagreement, or complete disagreement. It indicates that students have high satisfaction with the course design of the course teacher, and the course design results are good. However, it is also important to not overlook the general and dissenting groups towards the course design. Teachers should promptly investigate the reasons, reflect on teaching design, and improve students' recognition of course design.

### 4.3. Evaluation of the effectiveness of applying course teaching methods

The survey results show that the vast majority of students hold a positive attitude towards the appropriate use of the four teaching methods, with only a few holding a negative attitude. Among them, the option of "using student-centered teaching methods to inspire, guide, answer, and motivate" has the highest number of people who fully agree and agree, accounting for over 99%. Different teaching methods have different characteristics and advantages, and the four teaching methods have been proven to be effective and implementable. Teachers can still use the above teaching methods in the subsequent teaching process, but in the implementation process, they should combine the actual situation of students and teach according to their aptitude, respect students' differences, and carry out targeted teaching.

### 4.4. Evaluation of course learning effectiveness

The survey results show that more than 97% of students fully agree and agree with "being able to keep up with the teacher's pace and mastering knowledge points well", and more than 95% fully agree and agree with "being able to actively participate in discussions and speak". More than 99% of students fully agree and agree with the option of "moderate difficulty of test questions and ideal exam results", while a small number of other students consider

it average or disagree. From this perspective, it can be seen that students have a high level of mastery of the knowledge in the customer relationship management course and have gained a lot. However, in the process of teaching implementation, some students' needs have not been met. In future teaching, it is necessary to pay more attention to communication and communication with students, and adjust teaching in a timely manner to meet their needs.

#### 4.5. Evaluation of course ideological and political materials and elements

According to the survey, students believe that the highest proportion of ideological and political materials used by teachers during the teaching process is corporate culture, with a rate of 94.59%; Next are social hot topics, celebrity stories, and national brands. The ideological and political elements are: a conscientious and meticulous craftsmanship spirit; Actively communicate, respect and tolerate; Honesty and trustworthiness, compliance with laws and regulations; Be brave in taking responsibility and not afraid of difficulties; Empathy and enthusiastic service. In this survey, students believe that the proportion of the above five ideological and political elements in the teaching process has reached over 78%, as shown in Tables 2 and 3.

**Table 2.** Ideological and political materials in teaching

Option	Number	Percentage
celebrity stories	159	85.95%
corporate culture	175	94.59%
National brand	145	78.38%
Social hotspots	162	87.57%
other	59	31.89%

**Table 3.** Ideological and political elements in teaching

Option	Number	Percentage
A conscientious and meticulous craftsman spirit	162	87.57%
Honesty and trustworthiness, compliance with laws and regulations	157	84.86%
Brave to take responsibility and not afraid of difficulties	151	81.62%
Active communication, respect and inclusiveness	160	86.49%

Empathy and enthusiastic service	145	78.38
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#### 4.6. Key Points that students expect to pay attention to in course ideological and political education

As can be seen from Table 4, students have the highest demand for "the integration of professional literacy and professional knowledge" and "the attention and interpretation of social hot issues" in the ideological and political education curriculum, both reaching 90.81%. 81.08% of students expressed that they should pay attention to "answers to academic and career planning"; 72.97% of students believe that teachers should pay attention to the content of "patriotism and ideal belief education" in the teaching process. This survey also indirectly reflects that students attach great importance to their own development and future career choices. Therefore, teachers should pay attention to improving students' professional literacy in the teaching process, integrating professional literacy with professional knowledge, and adding bricks and tiles to students' employment.

**Table 4.** Key points of students' expectations for ideological and political education in curriculum

Option	Number	Percentage
The integration of professional literacy and professional knowledge	168	90.81%
Attention and interpretation of social hot issues	168	90.81%
Answers to academic and career planning	150	81.08%
Education on patriotism and ideals and beliefs	135	72.97%
other	41	22.16%

### 5. The design and practice of ideological and political education in the course of customer relationship management

#### 5.1. Reasonably design the ideological and political teaching system for courses

The teaching goal of the customer relationship management course is to establish the business philosophy of "customer first", master the application skills of identifying, establishing and maintaining relationships with customers, and provide a foundation for better serving and managing customers when entering the workplace in the future. As shown in Figure 1, digging deeply into the ideological and political elements in teaching is the first step. Teachers should integrate ideological and political elements into the teaching design of chapters, construct a reasonable curriculum ideological and political teaching system, make professional teaching deeply compatible with ideological and political



education, enable students to establish a "people-oriented" ideology, uphold the "craftsmanship service" action standard, and actively practice a sense of responsibility and patriotism, To achieve the effect of ideological and political education through the educational method of "moistening things silently".

The ideological and political teaching system of the design course can start from the following three aspects: first, pay attention to cultivating students' sense of responsibility. The course of customer relationship management involves the economic interests of enterprises. Students need to deeply understand their identity and role in enterprises, and understand the profound connotation of "responsibility is more important than Mount Taishan". During the teaching process, emphasis is placed on exploring corporate social

responsibility, requiring students to reflect on the relationship between CRM and corporate social responsibility. Secondly, emphasize professional ethics. The customer relationship management course involves communication and interaction with customers, requiring a high level of professional ethics, such as integrity, fairness, confidentiality, etc. During the teaching process, students can be guided to think about the relationship between professional ethics and customer satisfaction. Finally, focus on guiding students to think creatively. The field of customer relationship management is changing rapidly, requiring students to possess innovative thinking, explore new problems and solutions. During the teaching process, innovative projects or themes can be set up to encourage students to think about more innovative points in practice.

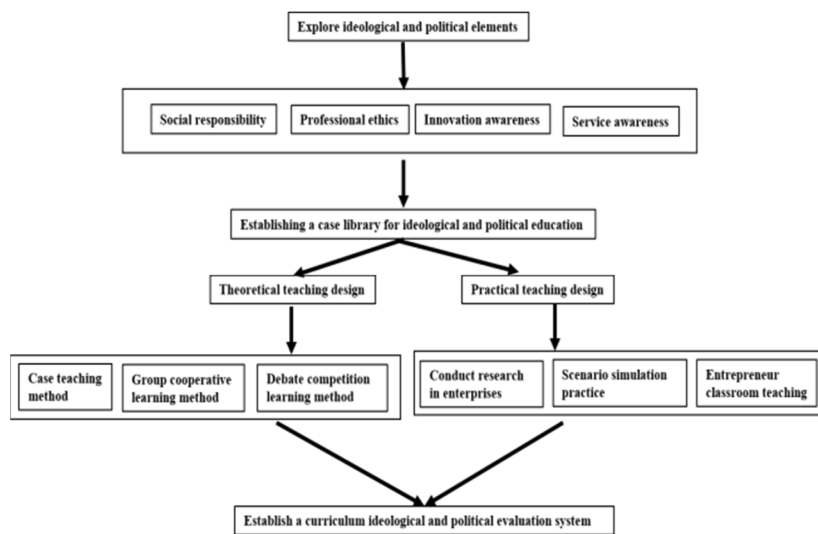


Fig. 1 Design of ideological and political education system for the course of customer relationship management

### 5.2. Strengthen the application of teaching methods to enhance the effectiveness of ideological and political education in the curriculum

As shown in Figure 1, teaching method is an important part of ideological and political teaching system. The correct curriculum teaching method is conducive to combining knowledge impartation with value guidance, enhancing students' sense of participation while also stimulating their learning enthusiasm, and better playing the hidden educational function of professional courses. At the same time, flexible and diverse teaching methods are conducive to the seamless integration of ideological and political elements in the curriculum, making it easier for students to accept and thereby enhancing the effectiveness of ideological and political education in the curriculum. Reasonably utilizing various teaching methods such as problem introduction, case teaching, group discussion, and scenario simulation, the ideological and political elements of the customer relationship management course are integrated into classroom teaching activities in a fragmented and flexible manner, running through various stages such as classroom teaching, daily assignments, and final exams, to improve the effectiveness of ideological and political teaching in the course.

### 5.3. Introduce social practice and career planning to deepen understanding of professional ethics

As shown in Figure 1, the construction of ideological and political teaching system of customer relationship management course includes not only theoretical teaching design, but also practical teaching design. This is conducive to the implementation of the teaching principle of combining theory with practice. Teachers organize students to conduct on-site inspections of customer development, customer complaints, and customer communication practices in enterprises, experience the working environment and atmosphere of customer service positions, and implement the teaching principle of combining theory and practice. Through school enterprise cooperation and joint training, we aim to enhance students' sense of identification with the concepts of customer first, honest management, and the courage to take responsibility. We aim to cultivate students' motivation and career aspirations, establish correct career and employment perspectives, enhance their sense of positioning for future career choices, and deepen their understanding of professional ethics through ideological and political education<sup>[5]</sup>. Based on the content of the customer relationship management course, combined with

the job positions that the course is related to, fully grasp the knowledge and ability requirements of the course, explore the ideological and political elements contained in the course, and finally guide students to establish the correct three perspectives through social practice and career planning activities<sup>[6]</sup>.

#### **5.4. Improve the ideological and political evaluation system of the curriculum, fully mobilize learning enthusiasm**

As can be seen from Figure 1, curriculum ideological and political evaluation system is an important component of ideological and political teaching system. As one of the teaching objectives of the curriculum, ideological and political education should be measured accordingly in the course evaluation, and there should be assessment elements in the course assessment that can reflect the results of ideological and political education. For example, in group discussion assignments, adding or subtracting students' scores based on participation can to some extent enhance their sense of teamwork and responsibility. Allow students to group and actively report open knowledge points, evaluate together with teachers and students, make students the main body of the classroom, strengthen teaching interaction, activate the classroom atmosphere, stimulate students' learning enthusiasm, and further feel the importance of teamwork.

### **6. Conclusion**

In summary, moral education and curriculum teaching are both central tasks in universities, and strengthening ideological and political education in professional courses has become a key focus of education reform in universities. This article first sorts out the ideological and political elements contained in the customer relationship management course, and uses a questionnaire survey to understand the effectiveness and existing problems of the ideological and political reform of the Customer relationship management course. Starting from strengthening the application of teaching methods, introducing social practice and career planning, and improving the ideological and political evaluation system of the course, it comprehensively designs the ideological and political teaching system of the customer relationship management course, to promote the practical reform of ideological and political education in this course.

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