CRM – Customer Relationship Management

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| **Course code** | *MNG244* |
| **Course title** | *CRM – Customer Relationship Management* |
| **Course type** | *Compulsory* |
| **Year of study** | *II* |
| **Semester** | *Autumn* |
| **ECTS** | *6ECTS; 48 hours of lectures and consultation, 112 hours of individual work, 1 Exam hour.* |
| **Coordinating lecturer** | *Prof.Dr.Filipa Fernandes,* [*filfer@faculty.ism.lt*](mailto:filfer@faculty.ism.lt) |
| **Study form** | *Full-time classes* |
| **Course prerequisites** | *None* |
| **Language of instruction** | *English* |

# Course description

# Customer relationship management (CRM) is the mix of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. This Course intends to provide an insider’s overview of how to analytically and strategically recognize, collaborate and deploy Customer Relationship Management in a company to maximize the value of and for each customer. Students should be able to understand how to transform customer information in effective and efficient communication and decision making processes, creating value through tools to support organizational intelligence.

# Course aim

The course aims to provide the students the key concepts and methodologies for managing the customer relationship as well as key standards, technologies and systems that allow organizations to maintain, deepen and develop better relationships with their customers.

# Learning outcomes

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| **Course learning outcomes (CLO)** | **Study methods** | **Assessment methods** |
| CLO1. Understand the strategic importance of relationship marketing in organizational management | Lecture, self-study, individual and group challenges | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam |
| CLO2. Recognize the importance of implementation of a CRM strategy in the organization of the company | Lecture, problem solving, group homework, self-study | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam |
| CLO3. Understand the concept of customer life cycle and SP model | Lecture, group homework, self-study | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam |
| CLO4. Identify the different types of CRM and practical examples in different business areas | Lecture, group homework, seminar, self-study | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam |
| CLO5. Understand the importance of relationship marketing strategies in the value creation process for the individual customer | Lecture, problem solving, individual homework, self-study | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam |
| CLO6. Learn how to plan the implementation of CRM and the role of technology | Lecture, group homework, self-study | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam |
| CLO7. Learn about the future trends in CRM | Lecture, Group homework, self-study | Lectures, Challenges, Class Participation, Group Work, Seminars, Exam |

# Quality management

# The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment through homework, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

# Cheating issues

# The teaching and testing methods are chosen taking into account the purpose of the minimization of cheating opportunities. Individual tasks are assigned. Task rotate year by year, from student to student. During the exam, some assistance is expected from the teaching staff (e.g. PhD students).The ISM regulations on academic ethics will be fully applied in the course.

# Course content

| **date**  **Time** | **Topic** | ***Class Hours*** | | **Readings** |
| --- | --- | --- | --- | --- |
| ***Lecture*** | ***Seminar*** |
| Sessions 1,2,3  06.09.2021 | **Introduction to the Course**. Course requirements and procedures. Individual tasks and team work. Reporting requirements. Overview of tasks for assignments. | 1 |  |  |
| **CRM origins and evolution;** Diagnosing CRM level in a company and the IDIC model  **Challenge of the Day** | 2 | 1,5 | Recommended bibliography + classroom articles |
| Sessions 4,5,6  07.09.21 | **Briefing on client:** Identifying and differentiating customers;  **Segmentation: t**echniques, models and cases**;**  **Challenge of the Day** | 2,5 | 2 | Recommended bibliography + classroom articles |
| SessionS  7,8,9  08.09.2021 | **Interacting with the customer and the role of social media:** integrated and omnichannel strategies  **Benchmarking CRM practices across industries** | 2 | 2,5 | Recommended bibliography + classroom articles |
| Sessions 10,11,12  09.09.2021 | **Privacy, permission marketing and mass customization**  **Measuring success and campaign analysis**  **Introduction to the Group Work** | 2,5 | 2 | Recommended bibliography + classroom articles |
| Sessions 13,14,15  10.09.2021 | **Company CRM diagnosis: i**ncluding business plan and practical examples  **Challenge of the Day** | 2,5 | 2 | Recommended bibliography + classroom articles |
| Sessions 16,17,18  15.09.2021 | **Customer analytics - deriving value**  **Organizing, managing and setting the future of the profitable customer-strategy enterprise**  **Challenge of the Day** | 2,5 | 2 | Recommended bibliography + classroom articles |
| Sessions 19,20,21  16.09.2021 | **Company CRM Plan Evaluation + LTV approach proposal**  **Main trends in CRM:** Future developments, Partner Relationship Management, Citizen Relationship Management, Social CR**M** | 2,5 | 2 | Recommended bibliography + classroom articles |
| Sessions  22,23  17.09.2021 | **Group Work Presentations and Open discussion** | 1 | 2,5 |  |
| Exam  17.09.21 | **Exam** | 1 |  |  |
| **CONSULTATIONS** |  | 12 | |  |
|  | | | | |
|  | **Total** | **48 hours** | |  |

# Assesment methods and its accumulative weight

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| **Assignment** | **Final grade, %** |
| Exam | 30% |
| Group Work Report and Oral Presentation | 45% |
| Class Participation and Challenges | 25% |
| Total: | 100% |

**Required Readings**

Peppers, Don & Rogers, Martha (2012): Managing Customer Relationships: A Strategic Framework, 2nd Edition (Wiley), ISBN:978-0470423479

**Supplemental Readings**

Buttle, Francis & Maklan, Stan (2019): Customer Relationship Management - Concepts and Technologies, 4th Edition (Routledge), ISBN: 978-1138236813

Rogers, David (2013): The Network is Your Customer (Yale University Press), ISBN: 978-0300188295