

# ELMS M418

## Customer Relationship Management

### Syllabus

#### Administrative information

**Instructor(s):** Philippe Baecke and Pietro Zidda (coord.)

**Quadrimester:** 2<sup>nd</sup>

**Number of credits and teaching hours:** 5 credits / 30 hours

**Language:** English

**Contact:** [pietro.zidda@unamur.be](mailto:pietro.zidda@unamur.be)

**Credits:** 5 ECTS

#### Learning outcomes

The Customer Relationship Management course aims at providing students with an understanding of the principles, techniques and practices of CRM, that is appreciate the complexity of valuing customers, of collecting and managing relationship data, of identifying and targeting the most profitable ones, of satisficing and retaining them. It also aims at sharing the excitement and the organizational, technological and strategic challenges that services companies face when implementing CRM solutions.

Regarding student skills and competences, the course mainly develops knowledge and reasoning, scientific and systematic approaches and to a lesser extent corporate citizenship, and communication and interpersonal skills.

#### Content

The topics and issues covered are

- CRM definition, principles and concepts: relationship management, trust, commitment, customer acquisition, development, satisfaction, retention, loyalty, etc.
- Data management issues: managing points of contact, collecting relationship data, organizing and storing data, reporting, managing data quality and privacy
- Technological issues: IT, business intelligence, processes
- Analytical issues: KPIs & metrics, customer segmentations, customer lifetime value, RFM analysis, churn prediction, etc.
- Operational & organizational issues: marketing, sales and service business processes integration, multi-channel strategy, softwares, campaign management

### **Teaching methods**

The course alternates

- Classes (learning)
- Research article discussions (discerning)
- Exercises and case studies (thinking & applying)
- Practitioners lecturing (discovering)

and emphasizes interactions between students and lecturers through discussions, examples, articles, etc.

### **Course Material**

Course pack (slides) is available before the course on the web platform.

### **Evaluations**

The evaluation of students will be made by means of a project (30-40%) and a written examination covering all the topics discussed in the classroom (70-60%). The exam will be composed of a theoretical part (concepts and theory) and an application part (exercise and/or short case study).

### **Recommended readings**

The two key reference textbooks are

- Kumar, V., Reinartz, W. (2012). *Customer Relationship Management: Concept, Strategy, and Tools*. 2nd Edition. Berlin: Springer-Verlag.
- Kumar, V., Petersen, A. J. (2012). *Statistical Methods in Customer Relationship Management*. Chechester, UK: John Wiley & Sons.

Other readings

- Egan, J. (2012). *Relationship Marketing*. 4th edition. Harlow, England: Pearson Education.
- Peelen, E. (2005). *Customer Relationship Management*. Harlow, England: FT Prentice Hall & Pearson Education.
- As well as Papers in scientific as professional journals.