

Digital CRM (EM1F5M84)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Digital strategy : 15 ECTS. <ul style="list-style-type: none">• PGE 3A - International and European Business (IEB)
Discipline	Sales and Marketing
Year	2020
Semester	B
Open for visitors	yes (4 ECTS)
Available spots	45

Coordinator

DOBROMIR STOYANOV

Lecturers

Instructor	Population	Email
DOBROMIR STOYANOV		dstoyanov@unistra.fr

Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 h

Course track

Track : Attendance

Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

Description

In today's highly competitive business environment the art of effective interaction with the customers is crucial to the organization's success. This is especially important in the digital era when consumers are frequently and simultaneously connected to multiple communication platforms. This course examines the digital customer relationship management (CRM) as an integrated strategic, technological and human approach that enables the company to build and maintain mutually beneficial long-term relationships with its customers. It reveals how CRM practices can be used to enhance marketing performance through the implementation of various strategies for customer acquisition, retention, and development.

Some major marketing issues are discussed such as:

- 1) What is a relationship? What are the key factors determining a high-quality relationship
- 2) Why do/don't companies want to engage in relationships with customers?
- 3) Why do/don't customers want to engage in relationships with companies?
- 4) How to develop and implement a CRM project?
- 5) What is customer experience? How should we measure it? What are some experiential strategies for enhancing it?
- 6) What is customer value? How can we measure it?
- 7) How can we retain our profitable customers?

Educational organisation

In class

Lectures

Seminars

Presentations

Tutorials

One to one tutoring

In groups

Projects

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Assignments

Individual projects (online assignments, video,)

Specific projects / case studies

Readings

Text study

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** the 4 different types of CRM: strategic, operational, analytical and collaborative.
- **Explain** the multifaceted nature of CRM, as a combination of people, processes and technology that aims to build and maintain profitable customer relationships by delivering value and satisfaction to the customer.
- **Manipulate** the 5 major phases in CRM implementation by using a number of tools and processes that can be applied in each phase.
- **Analyze** customer portfolio through market segmentation, sales forecasting, activity-based costing, life time value estimation and data mining.
- **Categorize** the customer lifecycle activities into acquiring new customers, retaining existing customers and developing customer value.
- **Justify** the application of computerized CRM technologies that support marketing managers in their work-related objectives.

Outline

1. Introduction to customer relationship management. Understanding relationships.
2. Customer portfolio management. CRM and customer experience.
3. Creating customer value. Managing the customer lifecycle: customer acquisition, retention & development.
4. CRM and marketing automation: The case of a CRM provider
5. Final evaluation of the student's CRM projects. Discussion & Feedback

Prerequisites

Key concepts to understand :

Knowledge of :

Marketing basics

Teaching material

Documents in all formats

- Guide
- Newspaper articles
- Books
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS EXCEL
- MS POWERPOINT

Additional electronic platforms

- Slideshows
- Videos
- Other

Recommended reading

Major works :

1. Buttle, F. & S. Maklan (2015). Customer Relationship Management: concepts & technologies 3rd ed., Taylor & Francis
2. Doligalski, T. (2015). Internet-Based Customer Value Management. Developing Customer Relationships Online. Springer
3. Greenberg, P (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers. 4th ed, McGraw Hill
4. Kumar, V. & A. Reinartz (2012). Customer Relationship Management: Concept, Strategy, and Tools. 2nd ed., Springer

Further reading :

1. Payne, A. & P. Frow (2013). Strategic Customer Management Integrating Relationship Marketing and CRM. Cambridge
2. Case studies & articles in English from the Academic journals database on the Library web site: <http://scd.unistra.fr/>

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : every session

written + oral / individual / English / weighting : 30%
additional information : Participation in class and homework assignments
This evaluation serves to measure LO1.1, LO2.3

Intermediate evaluation / continuous assessment 2 : session n°4

written / in group / English / weighting : 30%
additional information : Work on a case study
This evaluation serves to measure LO1.2, LO2.1

Intermediate evaluation / continuous assessment 3 : last session

written + oral / in group / English / weighting : 40%
additional information : Group work project: students have to form international teams and illustrate the implementation of a CRM project for a company of their own choice. Half of this evaluation (20%) is based on the written group work presentation prepared by the students at home (For example: MS PowerPoint, Prezi etc.). One of the team members should send the presentation to the professor by e-mail at least one day before the final session. The other half of this evaluation is based on the individual performance of each team member during project presentation in class (20%).
This evaluation serves to measure LO1.1, LO1.3, LO2.1, LO2.3

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.