Customer Relationship Marketing (CRM)

UCLouvain llsms2022 *2017*

5 crédits	30.0 h	Q2

Enseignants	Kervyn de Meerendré Nicolas ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	None
Thèmes abordés	Relational marketing is taking more importance relative to transactional marketing. Companies try to tie up narrow contacts and to create long-lasting relations with their customers given the potential beneficial effect of these long-lasting relations on the profits of companies. Understanding the driver of consumer satisfaction and brand loyalty are at the heart of relational marketing. This relational approach is particularly relevant (but no limited) to services marketing and business to business marketing. This course will present the theories and models of customer relationship management and apply them through case studies.
Acquis d'apprentissage	**During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'** 2.1 Master the core knowledge of each area of management. 2.4 Activate and apply the acquired knowledge accordingly to solve a problem. 3.1 Conduct a clear, structured, analytical reasoning by applying, and eventually adapting, scientifically based conceptual frameworks and models,to define and analyze a problem. 8.1 Express a clear and structured message, both orally and in writing in their mother tongue, in English and ideally, in a third language, adapted to the audience and using context specific communication standards. **Upon completing this course, students will be able to:** 1 • Understand the value of Customer Relationship Marketing (CRM) and use the different models of relational marketing • Identify and understand the different types of Consumer-brand relations and how to strengthen relations with valued customers • Understand and apply a relational approach in a Business to Business marketing context, • Understand how to set up a CRM program • Understand how to spread a relational marketing culture in the organization • Estimate a customer's lifetime value • Understand and apply a relational approach in a Service marketing context - - - - *La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».*
Modes d'évaluation des acquis des étudiants	**Continuous evaluation** • Date: No • Type of evaluation: No • Comments: No **Evaluation week** • Oral: No • Written: No • Unavailability or comments: No **Examination session** • Oral: No • Written: Yes (3 hours) • Unavailability or comments: Discussion and active participation will be very important in this course. Students' acquisition of knowledge will be assessed using an individual written exam. Finally, students will be asked to find, summarize and apply concepts relevant to Relational Marketing as presented in international peer reviewed academic journals.

Méthodes d'enseignement	The format is based on active learning and includes lectures, case studies, videos, incidents and class discussion, qualified speakers and individual assignment that will consist of reading, summarizing and applying results presented in an international peer reviewed academic journal.
Contenu	1. The relational marketing approach: The traditional concepts of strategic and operational marketing will be revisited with a relational marketing approach. The growing influence of big data in this approach will be highlighted. 2. Consumer-Brand Relations: How can models of interpersonal relationships be applied to consumer brand relationships? The students will learn how to identify and leverage these different kinds of relations. 3. Relational approach to business to business marketing:Business to business marketing is largely based on long term relations. Models will be presented in order to learn how to develop and implement customer-centric strategies and maximize their strategic value. 4. Relational approach to service marketing: In the service marketing, the quality of the service is intrinsically related to the quality of the relation established with the customer. Models of service satisfaction and ways to maximize that satisfaction will be reviewed
Bibliographie	The exact list of references will be quoted or provided via Moddle. Examples of references include : - Peelen, E & Beltman R. (2014) Customer Relationship Management, Pearson - Richardson N., James J., Kelley N. (2015) Customer-Centric Marketing: Supporting Sustainability in the Digital Age, Kogan page Fournier S., Breazeale M. & Avery J. (2015) Strong Brands, Strong Relationships, Routledge
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GESM2M	5		🔍
Master [120] en sciences de gestion	GEST2M	5		🔍