


Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant-es aux étudiant-es.

5 crédits	30.0 h	Q2
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Enseignants	Kervyn de Meerendré Nicolas ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	None
Thèmes abordés	<p>Who are my most profitable customers? How can I optimize word-of-mouth on social media? How can I foster customer loyalty?</p> <p>In saturated markets, relational marketing is taking more importance relative to transactional marketing. Companies need to create long-lasting relations online and offline with their customers in order to maximize their share-of-wallet instead of trying to maximize their market share. This relational approach is particularly relevant (but no limited) to services marketing and business to business marketing.</p> <p>This course will present the theories and models of customer relationship management and apply them through case studies. Based on these case studies, students will learn how to develop a comprehensive marketing plan using a CRM approach.</p>
Acquis d'apprentissage	<p>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</p> <ul style="list-style-type: none"> • Knowledge and reasoning (2.1, 2.4) • Scientific and systematic approach (3.1) • Communication and interpersonal skills (8.1) <p>Upon completing this course, students will be able to:</p> <p>1</p> <ul style="list-style-type: none"> • 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 <p>-----</p> <p><i>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) ».</i></p>
Modes d'évaluation des acquis des étudiants	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>Individual exam on whole of the course content (60%)</p> <p>Continuous evaluation (test of cours preparation & group assignment) (40%)</p> <p>NB: In case of failure in January, notes for the continuous evaluation will be automatically transferred to the September session. Only the exam part (60%) will be available in September.</p>
Méthodes d'enseignement	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>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.</p>
Contenu	<p>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.</p> <p>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.</p>

	<p>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.</p> <p>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.</p>
Ressources en ligne	Cfr Moodle
Bibliographie	<p>The exact list of references will be quoted or provided via Moodle. Examples of references include :</p> <ul style="list-style-type: none"> - 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		