


Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h	Q2
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Teacher(s)	Boucau Pierre-Yves (compensates Kervyn De Meerendré Nicolas) ;Kervyn De Meerendré Nicolas ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<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>
Aims	<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>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Individual exam on all of the course content (60%) Continuous evaluation (40%)</p> <p>NB: In case of failure in June, notes for the continuous evaluation will be automatically transferred to the September session. Only the exam part (60%) will be reevaluated in September.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>The format is based on active learning and includes lectures, student presentations, case studies, and class discussions.</p>
Content	<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>
<p>Inline resources</p>	<p>Cfr Moodle</p>
<p>Bibliography</p>	<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
<p>Faculty or entity in charge</p>	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] in Management	GEST2M	5		