


5.00 credits

30.0 h

Q2

Teacher(s)	Boucau Pierre-Yves (compensates Kervyn de Meerendré Nicolas) ;Kervyn de Meerendré Nicolas ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	None
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 <b>maximize their share-of-wallet</b> instead of trying to maximize their market share. This relational approach is particularly relevant (but no limited) to <b>services marketing</b> and <b>business to business marketing</b>.</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 <b>develop a comprehensive marketing plan using a CRM approach</b>.</p>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p><b>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</b></p> <ul style="list-style-type: none"> <li>• Knowledge and reasoning (2.1, 2.4)</li> <li>• Scientific and systematic approach (3.1)</li> <li>• Communication and interpersonal skills (8.1)</li> </ul> <p><b>Upon completing this course, students will be able to:</b></p> <p>1</p> <ul style="list-style-type: none"> <li>• Understand the value of Customer Relationship Marketing (CRM) and use the different models of relational marketing</li> <li>• Identify and understand the different types of Consumer-brand relations and how to strengthen relations with valued customers</li> <li>• Understand and apply a relational approach in a Business to Business marketing context,</li> <li>• Understand how to set up a CRM program</li> <li>• Understand how to spread a relational marketing culture in the organization</li> <li>• Estimate a customer's lifetime value</li> <li>• Understand and apply a relational approach in a Service marketing context</li> </ul>
Evaluation methods	<p>Continuous evaluation (100%)</p> <p>The course content will be evaluated through a group assignment. The goal is to develop the Customer Relationship Management of a company.</p>
Teaching methods	The format is based on active learning and includes lectures, student presentations, case studies, and class discussions.
Content	<p>1. The relational marketing approach: The traditional concepts of strategic and operational marketing will be revisited with a focus on the customer journey with the company. The growing influence of big data in this approach will be highlighted.</p> <p>2. Customer Experience : Understand how to manage customer experience by tracking and structuring it. Understand how the customer experience influence customer acquisition and loyalty.</p> <p>3. 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>
Inline resources	Cfr Moodle

Bibliography	The exact list of references will be quoted or provided via Moodle. Examples of references include : <ul style="list-style-type: none"><li>- Peelen, E &amp; Beltman R. (2014) Customer Relationship Management, Pearson</li><li>- Richardson N., James J., Kelley N. (2015) Customer-Centric Marketing: Supporting Sustainability in the Digital Age, Kogan page</li><li>- Fournier S., Breazeale M. &amp; Avery J. (2015) Strong Brands, Strong Relationships, Routledge</li></ul>
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] in Management	<a href="#">GESM2M</a>	5		