

5.00 credits

30.0 h

Q2

Teacher(s)	Bruneau Virginie ;
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	<ul style="list-style-type: none"> <li>• Group assignment 50%</li> <li>• Continuous assessment 20%</li> <li>• Final individual assignment 30%</li> </ul>
Teaching methods	<p>The format is based on active learning and includes lectures, case studies, and exercises. To apply the theoretical concepts seen in class, students will have to (1) read and analyze some case studies/articles and (2) make a team assignment.</p> <p>The student is considered as an independent, self-organised learner. Every student is expected to contribute as actively as he/she can to the discussions in class.</p>
Content	<p>In today's new world, it is crucial for companies to build long-lasting relationships with their customers. Managers need to provide seamless experiences accross all touchpoints to their customers. The objective of this course is to provide students with a theoretical background and practical cases on how companies can succeed with their customer relationship strategies.</p>
Inline resources	Cfr Moodle
Bibliography	The exact list of references will be quoted or provided via Moodle.

Faculty or entity in charge	CLSM
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<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GEST2M	5		