

5.00 crédits	30.0 h	Q2
--------------	--------	----

Enseignants	Hazée Simon ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
Bibliographie	<p><i>Recommended readings</i></p> <p><b>Textbooks and ebooks:</b></p> <ul style="list-style-type: none"> <li>• "Customer Relationship Management: Concept, Strategy and Tools", V. Kumar and W. Reinartz, , Springer</li> <li>• "Statistical Methods in Customer Relationship Management", V. Kumar and J. Andrew Petersen, Wiley &amp; Sons</li> <li>• "Profitable Customer Engagement: Concept, Metrics and Strategies", V. Kumar, Sage Publication</li> </ul> <p><b>Scientific articles (see Moodle for an exhaustive list):</b></p> <ul style="list-style-type: none"> <li>• Shah et al. (2006), "The Path to Customer Centricity", <i>Journal of Service Research</i>, 9(2), 113-124.</li> <li>• Kumar et al. (2010), "Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value", <i>Journal of Service Research</i>, 13(3), 297-310.</li> <li>• de Vries et al. (2017), "Effects of Traditional Advertising and Social Messages on Brand-Building Metrics and Customer Acquisition", <i>Journal of Marketing</i>, 81, 1-15</li> <li>• Kumar et al. (2015), "Regaining "Lost" Customers: The Predictive Power of First-Lifetime Behavior, the Reason for Defection, and the Nature of the Win-Back Offer", <i>Journal of Marketing</i>, 79, 34-55.</li> <li>• Datta et al. (2015), "The Challenge of Retaining Customers Acquired with Free Trials", <i>Journal of Marketing Research</i>, 52, 217-234.</li> <li>• Dorotic et al. (2012), "Loyalty Programs: Current Knowledge and Research Directions", <i>International Journal of Management Reviews</i>, 14, 217-237</li> </ul>
Autres infos	Ce cours est enseigné en anglais. Merci de consulter la <a href="#">version anglaise</a> du descriptif.
Faculté ou entité en charge:	CLSM

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