

Title Customer Relationship Management	Code 10111023210111401068
Field Management	Year / Semester 1 / 2
Specialty Production and Operations Management	Course elective
Hours Lectures: 1 Classes: 15 Laboratory: - Projects / seminars: -	Number of credits 3
	Language polish

Lecturer:

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Status of the course in the study program:

Obligatory course for second degree of full-time, field: Management, specialization: Production and Operations Management

Assumptions and objectives of the course:

The aim of the course is to gain knowledge and acquire the skills in identifying customer needs and the methods and techniques for creating, maintaining and developing relationships with buyers in order to implement the business strategy

Contents of the course (course description):

The essence of customer service process
Identifying potential customers
Customer needs and expectations
Making contact with the customer
Customer service
The assessment of the needs and expectations
Maintaining long-lasting relationships with customers
The process of customer service in relation to the transaction process
Basic concepts of engineering, relations, management, customer
Affiliate Marketing as a source of tools powering the development of engineering management of customer relationship
Customer life cycle
Customer life time value
Marketing information system supporting the process of customer relationship management
Obtaining information for customer relationship management: stages of research, methods and tools

Introductory courses and the required pre-knowledge:

Information from the basics of marketing and marketing research

Courses form and teaching methods:

Lecture supported by multi-media examples

Form and terms of complete the course - requirements and assessment methods:

Exam and colloquium containing cases descriptions

Basic Bibliography:

Additional Bibliography: