

Title <b>(Zarządzanie relacjami z klientem)</b>	Code <b>1011102331011140521</b>
Field <b>Management - Full-time studies - Second-cycle studies</b>	Year / Semester <b>2 / 3</b>
Specialty <b>Enterprise Management</b>	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: -    Laboratory: -    Projects / seminars: -	Number of credits <b>2</b>
	Language <b>polish</b>

**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:**