

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Customer relationship management</b>		Code <b>1011102331011145120</b>
Field of study <b>Engineering Management - Full-time studies -</b>	Profile of study (general academic, practical) <b>general academic</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Enterprise Management</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>15</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>other</b>		(university-wide, from another field) <b>university-wide</b>
Education areas and fields of science and art <b>social sciences</b>		ECTS distribution (number and %) <b>2 100%</b>
<b>Responsible for subject / lecturer:</b> dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		<b>Responsible for subject / lecturer:</b> dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	The student has a basic knowledge of the macro and micro-economic and marketing
2	<b>Skills</b>	The student can interpret and describe the factors affecting the market mechanism of the enterprise
3	<b>Social competencies</b>	The student is able to analyze and effectively use marketing tools affecting the enterprise's operations
<b>Assumptions and objectives of the course:</b> 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		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. The student has the knowledge of the importance and building relationships with business customers - [K2A_W01] 2. The student knows the terminology relating to the conditions of organizational structures and customer relationship management - [K2A_W03] 3. The student knows and understands the ways functioning of the enterprise in the areas responsible for customer relationship management - [K2A_W07] 4. The student has knowledge of the methods and tools for modeling of decision-making processes and segmentation of buyers. - [K2A_W08] 5. The student has knowledge of the techniques and methods to maintain long-term relationships with customers and their influence on the decision-making process modeling - [K2A_W09]		
<b>Skills:</b>		
1. Student can identify market factors affecting the management of customer relationships. - [K2A_U01] 2. Students can do segmentation of target customers. - [K2A_U02] 3. Students can make an economic impact assessment of the relationship with the customers on the functioning of the enterprise. - [K2A_U03] 4. The student can describe the life cycle of the customer and determine customer lifetime value - [K2A_U04] 5. Student can apply the techniques and methods of obtaining information for the needs of customer relationship management - [K2A_U06]		
<b>Social competencies:</b>		

1. The student becomes aware of the need for continuous further training in issues of marketing, particularly in the area of customer relationship management. - [K2A\_S01]
2. The student is aware of the significance of the decision in the area of customer relationship management. - [K2A\_K02]
3. Students can proceed in enterprising way both in professional and personal life - [K2A\_K05]
4. Students can use the ability to act in creative and innovative way in professional and personal life - [K2A\_K06]
5. Students can use modern information and communication technologies for the needs of customer relationship management in a conscious and effective way - [K2A\_K06]

<b>Assessment methods of study outcomes</b>		
Colloquium containing descriptions of the cases.		
<b>Course description</b>		
<p>The essence of customer service process</p> <p>Identifying potential customers</p> <p>Customer needs and expectations</p> <p>Making contact with the customer</p> <p>Customer service</p> <p>The assessment of the needs and expectations</p> <p>Maintaining long-lasting relationships with customers</p> <p>The process of customer service in relation to the transaction process</p> <p>Basic concepts of engineering, relations, management, customer</p> <p>Affiliate Marketing as a source of tools powering the development of engineering management of customer relationship</p> <p>Customer life cycle</p> <p>Customer life time value</p> <p>Marketing information system supporting the process of customer relationship management</p> <p>Obtaining information for customer relationship management</p> <p><b>DIDACTIC METHODS</b></p> <p>Conversational lecture</p> <p>Working with a book,</p> <p>Use of trade journals - current issues, examples</p> <p>Presentation of cases appropriate to the presented content - case study</p>		
<b>Basic bibliography:</b>		
<ol style="list-style-type: none"> <li>1. Bondarowska K., Szafranski M., Goliński M., Zarządzanie relacjami z klientem, Wydawnictwo Politechniki Poznańskiej, Poznań 2010</li> <li>2. Otto J., Marketing relacji. Koncepcja i stosowanie, Wyd. C.H. Beck, Warszawa, 2001</li> <li>3. Kieźel E., Zachowania konsumentów, Wyd. Oficyna a Wolters Kluwer business, Warszawa, 2015</li> <li>4. Rudnicki L., Zachowania konsumentów na rynku, Wyd. PWE, Warszawa, 2012</li> <li>5. Dixon M., Toman N., Delisi R., Optymalizacja obsługi klienta, Wyd. CeDeWu.pl, Warszawa, 2015</li> </ol>		
<b>Additional bibliography:</b>		
<ol style="list-style-type: none"> <li>1. Mantura W., Marketing przedsiębiorstw przemysłowych, Wyd. PP, Poznań 2000</li> <li>2. Futrell C., Nowoczesne techniki sprzedaży, Oficyna a Wolters Kluwer business, Warszawa, 2011</li> </ol>		
<b>Result of average student's workload</b>		
Activity	Time (working hours)	
1. Preparing to pass of the lecture	20	
2. Lecture	15	
3. Consultations	18	
4. Examination and discussion of results	2	
<b>Student's workload</b>		
Source of workload	hours	ECTS
Total workload	50	2

Contact hours	35	1
Practical activities	15	1