



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Customer relationship management

### Course

Field of study

Year/Semester

Corporate Management

3/5

Area of study (specialization)

Profile of study

Business management of the future

Level of study

Course offered in

Second-cycle studies

Form of study

Requirements

full-time

compulsory

### Number of hours

Lecture

Laboratory classes

Other (e.g. online)

15

Tutorials

Projects/seminars

30

### Number of credit points

### Lecturers

Responsible for the course/lecturer:

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Wydział Inżynierii Zarządzania

ul. Jacka Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

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### Prerequisites

The student has a basic knowledge of the management, macro and micro-economic and marketing. The student can interpret and describe the factors affecting the market mechanism of the enterprise. The student is able to analyze and effectively use marketing tools affecting the enterprise's operations.

### Course objective

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.



### Course-related learning outcomes

#### Knowledge

1. Has in-depth knowledge of legal norms, their sources, changes and ways of influencing organizations, with particular emphasis on commercial law in the context of building and maintaining relationships with cooperating entities. P7S\_WG\_01.
2. He knows in depth the methods of obtaining data on the behavior of market participants. P7S\_WG\_07
3. Has expanded knowledge about the role of man in shaping organizational culture and ethics in managing and maintaining relationships with clients. P7S\_WG\_09
4. Has in-depth knowledge of ethical standards, their sources, nature, changes and ways of influencing organizations in the context of building and maintaining relationships with clients. P7S\_WK\_01

#### Skills

1. Has the ability to use the acquired knowledge in various areas and forms, extended by a critical analysis of the effectiveness and usefulness of applied knowledge in the context of customer relations. P7S\_UW\_03
2. Has the ability to independently propose solutions to the management problem related to building and maintaining relationships with clients and conducting the procedure of making decisions in this regard. P7S\_UW\_04
3. Is able to properly analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) for the needs of building and maintaining relationships with clients, formulate their own opinions on this subject and formulate simple research hypotheses and verify them. P7S\_UW\_07
4. Efficiently uses normative systems, norms and rules (legal, professional, ethical) or is able to use them to solve problems related to building and maintaining relationships with clients, has extended skills in relation to the selected category of social bonds or the selected type of norms. P7S\_UW\_08
5. Is able to be responsible for own work and jointly implemented tasks, and manage team work. P7S\_UO\_01

#### Social competences

1. Is aware of the interdisciplinary knowledge and skills needed to solve organization's problems in the context of building and maintaining relationships with clients and the need to create interdisciplinary teams. P7S\_KK\_01
2. Is able to see the cause-and-effect relationships in achieving the set goals and rank the importance of alternative or competitive tasks for building and maintaining relationships with clients. P7S\_KK\_02
3. Can initiate activities for social projects. P7S\_KO\_02



4. Is able to plan and manage business ventures including building and maintaining relationships with clients. P7S\_KO\_03

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Skills acquired as part of the laboratory are verified on the basis of a final test, consisting of 3-5 questions variously scored depending on the degree of their difficulty and based on the conclusions of the analysis of data on building and maintaining relationships with clients. Passing threshold: 50% of points.

Skills acquired during the project are verified on the basis of: partial grades from the progress of work making up the final grade from the project (70% of the final grade from the project) and grades from the presentation of project results and responses to tasks given by the teacher after the presentation (30% of the final grade from project).

### Programme content

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

### Teaching methods



1. Laboratory exercises: multimedia presentation, presentation illustrated with examples given on a blackboard, and performance of tasks given by the teacher - practical exercises.
2. Project: multimedia presentation, presentation illustrated with examples given on a board, case analysis.

### Bibliography

#### Basic

1. Zarządzanie relacjami z klientem, Bondarowska K., Szafranski M., Goliński M., Wyd.Politechniki Poznańskiej, 2010
2. Zarządzanie relacjami z klientem, Dembińska-Cyran I., Hołub-Iwan J., Perenc J., Wyd.Centrum Doradztwa i Informacji Difin, Warszawa, 2004.
3. Zarządzanie relacjami z klientem (CRM) a postępowanie nabywców na rynku usług, Wereda W., Wyd.Difin, Warszawa, 2009.
4. Rudnicki L., Zachowania konsumentów na rynku, Wyd. PWE, Warszawa, 2012
5. Futrell C., Nowoczesne techniki sprzedaży, Oficyna a Wolters Kluwer business, Warszawa, 2011

#### Additional

1. Mantura W., Marketing przedsiębiorstw przemysłowych, Wyd. PP, Poznań 2000
2. Reed J. Szybkie łącze z klientami: marketing internetowy, Wyd. Helion, Gliwice, 2012
3. Dąbrowska A., inni., Kompetencje konsumentów, PWE, Warszawa, 2015

### Breakdown of average student's workload

	Hours	ECTS
Total workload	65	2,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for laboratory classes, project preparation) <sup>1</sup>	20	0,5

<sup>1</sup> delete or add other activities as appropriate