



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Customer Relationship Management [S2IZarz1E-ZPP>ZRzK]

Course

Field of study

Engineering Management

Year/Semester

2/3

Area of study (specialization)

Managing Enterprise of the Future

Profile of study

general academic

Level of study

second-cycle

Course offered in

english

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

0

Laboratory classes

15

Other (e.g. online)

0

Tutorials

0

Projects/seminars

30

Number of credit points

2,00

Coordinators

dr inż. Magdalena Graczyk-Kucharska

magdalena.graczyk-kucharska@put.poznan.pl

Lecturers

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:

The student defines the impact of legal norms, including business law, on customer relationship management, with emphasis on ethical and regulatory aspects [P7S_WG_01].

The student characterizes advanced methods of obtaining and analyzing data on customer behavior in order to better understand their needs and expectations [P7S_WG_07].

The student identifies the role of people in shaping organizational culture and its impact on building

lasting relationships with customers [P7S_WG_09].

The student explains ethical standards and their importance in customer relationship management, emphasizing honesty and transparency [P7S_WK_01].

Skills:

The student analyzes the effectiveness of various customer service strategies, identifying and evaluating their usefulness in different contexts [P7S_UW_03].

The student designs innovative customer relationship management strategies, adapting them to specific customer needs and expectations [P7S_UW_04].

The student analyzes processes and phenomena related to customer service, forming opinions and proposing improvements [P7S_UW_07].

The student applies ethical norms and rules in customer relationship management, understanding their importance in building trust and loyalty [P7S_UW_08].

Social competences:

The student combines knowledge from various disciplines to better understand and meet customer needs, understanding interdisciplinarity in relationship management [P7S_KK_01].

The student identifies and analyzes cause-and-effect relationships in the customer service process, assessing the relevance of various factors for building lasting relationships [P7S_KK_02].

The student initiates and manages projects to improve customer service, using innovative approaches and tools [P7S_KO_02].

The student plans and implements comprehensive customer relationship management strategies in different types of organizations [P7S_KO_03].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The skills acquired during the laboratory classes are verified on the basis of: partial grades of the tasks performed. Oral questions asked by the teacher regarding the tasks that have been completed.

The skills acquired during the project are verified on the basis of: partial grades of selected project tasks (30% of the final project grade). The final evaluation consists of a partial evaluation, substantive evaluation of the project (50% of the final evaluation of the project) and evaluation of the presentation of the project results, including also the answers to the questions asked by the teacher after the presentation (20% of the final evaluation of the project). Passing threshold: 50% of points.

Programme content

The essence of the customer service process. Identifying potential customers. Customer needs and expectations. Establishing contact with the client. Customer service. Assessment of the degree of satisfaction of needs and expectations. Key clients management. Measuring customer retention and maintaining lasting relationships with the client. Customer service process in relation to the transaction process. Basic concepts: engineering, relations, management, client. Affiliate marketing and omnichannel marketing as a source of tools to power the development of customer relationship management engineering. Customer lifetime value (customer lifetime value). Marketing information system supporting the customer relationship management process. Data and information gathering 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.
6. Payne, A., Frow, P. A strategic framework for customer relationship management. *Journal of marketing*, 69(4), 167-176, 2005.
7. Ocker, R. J., Mudambi, S. Assessing the readiness of firms for CRM: a literature review and research model. In 36th Annual Hawaii International Conference on System Sciences, 2003. *Proceedings of the* (pp. 10-pp). IEEE, 2003.
8. Gummesson, E. *Total relationship marketing*. Routledge, 2011.
9. Kostojohn, S., Paulen, B., & Johnson, M. *CRM fundamentals*. Apress, 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.
4. Soltani, Z., Navimipour, N. J. Customer relationship management mechanisms: A systematic review of the state of the art literature and recommendations for future research. *Computers in Human Behavior*, 61, 667-688, 2016.
5. Athanasopoulou, P. Relationship quality: a critical literature review and research agenda. *European journal of marketing*, 2009.
6. Ndubisi, N. O. Relationship marketing and customer loyalty. *Marketing intelligence & planning*, 2007.
7. Chen, I. J., Popovich, K. Understanding customer relationship management (CRM). *Business process management journal*, 2003.

Breakdown of average student's workload

	Hours	ECTS
Total workload	55	2,00
Classes requiring direct contact with the teacher	45	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	10	0,50