

Course: Customer Relationship Management

credits: 2

Course code	CIVB20CRM	Modes of delivery	Tutorial
Name	Customer Relationship Management	Assessments	Group Assignment - Other assessment Individual Assignment - Other assessment
Study year	2020-2021		
ECTS credits	2		
Language	English		
Coordinator	R.G. Hogerhuis		

Learning outcomes

Competences:

- CREATING VALUE; The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.

21st-century skills:

- Commercial awareness
- Curiosity
- Critical thinking

Learning Outcomes:

The student can:

1. Describe and analyse the internal environment in relation to the customer focus of a company and draw conclusions in the form of strengths and weaknesses;
2. Do research into secondary sources on the basis of a database;
3. Develop a marketing policy;
4. Implement a marketing policy;
5. Show self-directed competences based on assignments.

Content

Level:

Intermediate

Content:

In this course, the central focus is on the Customer. In the total marketing planning process, we concentrate on making analyses and choices with regard to elements that directly affect the individual customer. Our starting point will be: customer value, customer experience, customer data, customer insight, Customer management and directing CRM processes.

Literature/study materials:

- For Marketing Management Bachelor Programme student: For the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course.
- For Exchange Students/Certificate Students: For the latest info, go to the reading list on intranet: Hanzegroningen.eu/exchangemm or the Blackboard course.
- A list of articles is available on Blackboard. They can be retrieved via the Hanze Library
- Microsoft Dynamics Manual, Hanze University of Applied Sciences

Included in programme(s)

Marketing Management

School(s)

School of Marketing Management and Financial Economic Management