

Academic Year: ( 2019 / 2020 )

Review date: 05-05-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

**DESCRIPTION OF CONTENTS: PROGRAMME**

1. Introduction to CRM: A Customer Centered/Focused Organisation
2. Customer Service Strategy: Impact on Sales & Marketing Strategy
3. CRM Evaluation
4. Measuring and monitoring business performance: Dashboards
5. KPIs and metrics
6. Web analytics.

**ASSESSMENT SYSTEM**

The final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 60%

Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also applies.

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

**BASIC BIBLIOGRAPHY**

- V. Kumar Profitable Customer Engagement: Concept, Metrics and Strategies , Sage Publications India, 2013
- V. Kumar and J. Andrew Petersen Statistical Methods in Customer Relationship Management , Wiley & Sons, 2012
- V. Kumar and W. Reinartz Customer Relationship Management: Concept, Strategy and Tools , 2nd Edition, Springer, 2012