

Academic Year: (2023 / 2024)

Review date: 23-03-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

OBJECTIVES

CB6, Ability to provide a basis or opportunity to be original in the development and / or application of ideas, often in a research context

CG1 Strength in the fundamental theoretical knowledge of Marketing and Market Research

CG2 Adequate knowledge of other disciplines / techniques used in the field of Marketing and Market Research.

CG6 Ability to search and analyze information from various sources

CG7 Capacity for critical analysis and synthesis.

CE1, Know the fundamental concepts of microeconomics and company economics, as well as the application of these instruments to understand the environment in which an economic-business organization operates

CE4, Know the qualitative and quantitative tools used for market research, and know how to choose and apply the most appropriate technique to each problem, and understand the possibilities of ICT in this field

CE5 Know and use statistical and econometric tools to analyze data and marketing problems through scientific models, using appropriate computer programs

CE6 Know the basic principles of the application of marketing strategies in a digital context. Knowing how to choose and apply the most used digital marketing tools.

LEARNING OUTCOMES

The student identifies the importance of customer relationship marketing.

The student applies the essential methods in the evaluation of customer management, and distinguishes between the best instruments for the definition of marketing and sales strategies. .

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.

LEARNING ACTIVITIES AND METHODOLOGY**TRAINING ACTIVITIES OF THE SUBJECT**

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Code activity / No. Total hours / No. Face-to-face hours / % Student attendance

AF3 105 105 100

AF6 145 0 0

AF7 125 0 0

TOTAL SUBJECT 375 105

TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to

expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc., raised by the teacher individually or in a group

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

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.

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