

COURSE DESCRIPTION CARD

CUSTOMER RELATIONSHIP MANAGEMENT

NOTE: If the course consists of lectures and classes, the Course Description applies to both forms of teaching

1. Course title: in Polish: Zarządzania Relacjami z Klientami	2. Course code WI3 Number of ECTS credits 3 Course completion method CLASSES ASSESMENT Course commenced / Year 2013/2014
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3. Faculty: Management

4. Field of Study: Management

5. Department of the Field of Study Coordinator: Management Department (PL - Katedra Zarządzania)

6. Name of tutor:
 Lectures prof. Maciej Mitrega
 Classes prof. Maciej Mitrega
 Lab classes ...
Examiner

7. Tutor's department Marketing Analysis and Marketing Research Department (PL - Katedra Badań Rynkowych i Marketingowych)

8. Number of contact hours with students:

Type of course	Full time study	Part time study
Lectures	30	
Classes		
Foreign language classes		
Lab classes		
Seminars		
Introductory Seminars		
Other		
Total hours	30	0
Examination (hours)	-	-

9. Course timeframe (no. of semesters) 1

Course commencement / Year 2013/14

Course commencement / Semester Winter

10. Stage of tertiary education Master & Bachelor	11. Course status <input type="checkbox"/> Compulsory for the field of study <input type="checkbox"/> Compulsory for the specialization <input type="checkbox"/> Optional
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12. Requirements
 Compulsory: X
 Recommended: Marketing

13. Course objectives: Main objective is developing students' knowledge with regard to CRM concept (Customer Relationship Management).

14. Teaching and learning methods:

A. Direct student/teacher contact hours:

No.	Teaching methods	Description	Number of teaching hours	
			Full time study	Part time study
1.	Exercises supported by multimedia	Teamwork or individual presentations with regard to given CRM aspects	20	-
2.	Active lecturing	Lecturing supported by Power Point	10	-
Total			AS: 30	AN: 0

B. Self-study hours:

No.	Learning methods	Description	Number of hours	
			Full time study	Part time study
1.	Analyzing notes from lecturing and classes	Analyzing information possessed during lectures and classes	15	-
2.	Teamwork	Working in teams on selecting aspects of CRM. This work is based on both: literature review and observing business environment.	15	-
3.	Preparing presentation	Preparing and conducting presentation based on the teamwork	10	-
4.	Other	Studying business cases connected with CRM	55	-
Total			BS: 45	BN: 0

Total AS+BS =75

Total AN+BN = 0

Examination (E) = 0

Examination (E) = 0

Total AS+BS+E= 75

Total AN+BN+E = 0

15. Key words: marketing research, marketing

16. Course content:

1. Tendencies in the practice and the theory of marketing
2. The loyalty of the customer - meaning, determinants
3. Customer relationship management - the process approach
4. Strategic options towards customers
5. Methods of analysis of customer value
6. Tools of increasing of the loyalty of the customer
7. Selected research methods with regard to business relationships
8. Business relationships and business networks

17. Student learning outcome achieved in the course, as related to the outcome intended for the field of study. Methods of outcome achievement evaluation.

Student learning outcome intended for the field of study / Symbols	Student learning outcome achieved in the course	Methods of assessing student learning outcome achieved in the course	Documentation
<u>Knowledge</u>			
ZRZ1_W01	has basic knowledge on CRM concept and relationship marketing concept	Written test	Exam questions
ZRZ1_W04	has basic knowledge on various types of relationships between sellers and buyers (B2C & B2B)	Written test	Exam questions
<u>Skills</u>			
ZRZ1_U02	is able to prepare team project directed at utilizing CRM concept with regard to business example described by the lecturer	Project assessment	Presentation (electronic version)
ZRZ_U10	is able to conduct oral presentation within CRM teamwork	Oral presentation and power Point assessment	Points and optional notes assigned to student's presentation, Presentation
<u>Social skills</u>			
ZRZ1_K05	is able to cooperate within teamwork with regard to CRM project described by the lecturer	Evaluation of input from particular team members	Teamwork questionnaire

18. Methods of grading student performance:

No.	Student performance assessment methods and course completion requirements	Description	Percentage of the final grade
1.	Teamwork presentations	Student team presents results of main case study and some other CRM exercises	60%
2.	Written test	Choice test based on notes from lecture and recommended papers clearly indicated by the lecturer	40%

* If students are required to earn credits and pass an exam, the credit accounts for at least 30% of the final grade

19. Reading list

Compulsory reading list:

1. K. Burnett, The Handbook of Key Customer Relationship Management: The Definitive Guide to Winning, Managing and Developing Key Account Business, Prentice Hall 2001.
2. Mitrega, M. and J. M. Katrichis: Benefiting from dedication and constraint in buyer-seller relationships. Wyd. Industrial Marketing Management 39, 2010.
3. Peppers, D. and M. Rogers : Managing customer relationships: a strategic framework. Wyd. Wiley, International.

Recommended reading:

1. M. Mitrega, Marketing relacji. Teoria i praktyka, CeDeWu, Warszawa 2005.

2. Marketing relacji na rynku Business to Business. Wybrane Zagadnienia, pr. zb. pod red. M. Mitreği, Akademia Ekonomiczna, Katowice 2007.

20. Language of instruction: ENGLISH

21. Tutors' recommendations: Multimedia room