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| Course title | Developing and Managing Customer Relations | | | | |
| Course code | MRKT200 | | | | |
| Course type | Theoretical and Practical | | | | |
| Level | Diploma | | | | |
| Year / Semester | 2nd Year / 3rd Semester | | | | |
| Teacher's name | Kalatha Andria and Antoniadou Andria | | | | |
| ECTS | 8 | Lectures / week | 2 | Laboratories / week | 2 |
| Course purpose and objectives | The aim of the course “Developing and Managing Customer Relations” is for students to understand the concepts, principles and theories that relate to the study of consumer behaviour, and its connection to the profession of Medical Representatives. Furthermore, the course seeks to familiarise students with the Customer Relationship Management (CRM) software; an important tool for Medical Representatives. | | | | |
| Learning outcomes | <p>Upon the completion of the course, students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> 1. Know the terminology, methods, trends and concepts of consumer behaviour. 2. Understand the fundamental modern principles and theories of consumer behaviour as they apply to international and domestic Marketing. 3. Know the most important features of effective customer relationship management. 4. Recognise the organisational need, benefits and process of building a long-term customer relationship. 5. Know ways and methods of satisfying and retaining their customers. 6. Understand the usefulness of customer relationship management in the profession of Medical Representatives. 7. Understand the contribution of a CRM software to customer management and customer relationship building. 8. Recognise the basic characteristics of the profession of Medical Representatives as they relate to customer relationship management. 9. Know the basic features of Customer Relationship Management (CRM) software. <p>Skills</p> <ol style="list-style-type: none"> 10. Demonstrate customer management skills in the professional careers as they relate to: <ul style="list-style-type: none"> • the dynamic interaction of the emotion, knowledge and behaviour of their customers. • the process of activating customers' needs. | | | | |

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| | <ul style="list-style-type: none"> the application of the theory, customer engagement and high customer engagement during their professional visits and their presentation to the customer. <p>11. Demonstrate an attitude and a behaviour that is concentrated on the customer</p> <p>12. Manage the CRM Software in ways that facilitate the execution of the duties of a Medical Representative</p> <p>Competences</p> <p>13. Handle specific matters and problems related to the management of pharmaceutical organisations</p> <p>14. Be able to combine the knowledge and skills that have been acquired during subsequent courses (Principles of Pharmaceutical Marketing) with those that are discussed in this course, and to be able to appreciate the importance of developing competences that relate to customer management.</p> | | |
| <p>Prerequisites</p> | <p>PHRM104 Principles of Pharmaceutical Marketing</p> | <p>Required</p> | <p>-</p> |
| <p>Course content</p> | <p>Consumer Behaviour</p> <ul style="list-style-type: none"> Introduction to Consumer Behaviour: The Study and Research of Consumer Behaviour Consumer Decision Making: Models of Consumer Decision Making and the Processing of Brand Evaluation Information Consumer Perception & Marketing Strategy: Functions of Selective Perception and Perceptual Mapping Blending, Learning & Consumer Engagement: Product Placement and Blending Marketing Strategies for Converting Engagement from Low to High, Attitude Formation, Measurement & Change: Theories of Attitude Formation and Measurement, Attitude-Behaviour Relationship Demographic Characteristics of the Consumer: Main Demographic Trends and Demographic Analysis Methods in Marketing Consumer Psychographic Characteristics: Lifestyle Typologies, Values and Value Systems Market Segmentation and Product Positioning Consumer Behaviour Research: Data Collection Methods Effects of Culture and Social Class Group Influences and Reference Groups, Opinion Leaders and Product Diffusion Process Circumstance Effects Marketing and Advertising Communications Customer Satisfaction and Retention <p>Customer Relationship Management</p> <p><u>CRM Programmes – Customer Relationship Management (Software)</u></p> <ul style="list-style-type: none"> Identifying the customers of a business Customer Value Commitment-Trust-Satisfaction. Managing Customer Lifecycle. The value of customer loyalty. The importance of customer service. | | |

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| | <ul style="list-style-type: none"> • Introduction to CRM, its features and its contribution to increasing the competitiveness of a business. • Customer Relationship Management (CRM) – Interpretation, strategic CRM objectives and utility. • Customer relationship management as an ongoing process. • CRM as a communication tool and focusing on the customer. • Objectives of customer relationship management systems. Benefits and advantages of using CRM. The four principles and the CRM strategy. • Structure of a CRM system. Reasons for failure of CRMs. Sales processing using CRM. • Generating knowledge from sales data, value creation process. Focusing on important customers. CRM and suppliers. The performance appraisal process. After-sale service support. <p><u>CRM and Medical Visitor</u></p> <ul style="list-style-type: none"> • Managing data of doctors and nursing staff, institutions (Hospital, Clinic, Practice, etc.), clinics, pharmaceutical detailing visits per product. • Monitoring of information and sales cycles. • Information and evaluation of doctors. • Prescription monitoring at the regional level (eg IMS) or at a pharmacy level • Management of yellow card reports – pharmacovigilance. • Management of itineraries and agenda of visits. • Extracting statistics for the Department of Medical Representatives. • MR Programs – Reporting Software Tools. <p><u>Laboratory exercises</u></p> <ol style="list-style-type: none"> 1. Performing tasks related to the profession of Medical Representatives using a demo CRM software. |
| <p>Teaching methodology</p> | <p>Course instruction will be delivered with the use of: Power Point presentations, guided discussions with active student participation, individual and team work by students and the use of a variety of audio-visual media and other teaching tools as required to deliver each module. In addition, there will be case studies and teaching through role playing.</p> |
| <p>Bibliography</p> | <p><u>Greek Bibliography</u></p> <ul style="list-style-type: none"> • Solomon, M. R. (2020). <i>Συμπεριφορά Καταναλωτή : Αγοράζοντας, Έχοντας και Ζώντας [Consumer behaviour: buying, having, living]</i>. 11^η Έκδοση. Εκδόσεις Τζιόλας. ISBN: 978-960-418-811-6. • Μπαλτάς, Γ., και Παπασταθοπούλου, Π. (2013). <i>Συμπεριφορά καταναλωτή [consumer behaviour]</i>. 2^η Έκδοση. Εκδόσεις Rosili. ISBN: 9789607745309. • Σιώμκος, Γ. Ι. (2011). <i>Συμπεριφορά Καταναλωτή και Στρατηγική Μάρκετινγκ [Consumer behaviour and marketing strategy]</i>. 3^η Έκδοση, Εκδόσεις Σταμούλη, Αθήνα, ISBN: 978-9603514565. • Κοσμάτος, Δ. Β. (2011). <i>CRM Διαχείριση Πελατειακών Σχέσεων : Αρχές και Τεχνολογίες [CRM Customer Relationship Management: Principles and Technologies]</i>. 2^η Έκδοση. Κλειδάριθμος. ISBN: 978-960-461-443-1 • Avramouli, D., Karageorgos, A., Ntintakis, I., & Rapti, E. (2015). Συστήματα Διαχείρισης Πελατειακών Σχέσεων (Customer Relationship Management – CRM). In D., Avramouli, A., Karageorgos, I., Ntintakis, & E. Rapti. <i>Εφαρμογές Η/Υ στην επιπλοποιία</i>. Kallipos, Open Academic Editions. http://hdl.handle.net/11419/1486 |

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| | <ul style="list-style-type: none"> Fitsilis, P. (2015). Συστήματα Διαχείρισης Πελατειακών Σχέσεων [Contemporary Client Relationship Management Software]. In P. Fitsilis. <i>Σύγχρονα Πληροφοριακά Συστήματα Επιχειρήσεων</i>. Kallipos, Open Academic Editions. http://hdl.handle.net/11419/2260 <p>English Bibliography</p> <ul style="list-style-type: none"> Knox, S. (2003). <i>Customer relationship management: Perspectives from the marketplace</i>. Butterworth & Heinemann. ISBN: 0-7506-5677-8 Buttle, F. and Maklan, S. (2019). <i>Customer Relationship Management: Concepts and technologies</i>. 4th Edition. New York: Routledge. ISBN: 9781138498259 Solomon, M. R., Bamossy, G. et al (2016). <i>Consumer Behavior: A European perspective</i>. 6th Edition, Pearson, ISBN: 9781292116723. | | | | | | | | |
| Assessment | <table border="0"> <tr> <td>• Attendance and participation</td> <td>10%</td> </tr> <tr> <td>• Assignments / Essays</td> <td>20%</td> </tr> <tr> <td>• Practical exercises</td> <td>20%</td> </tr> <tr> <td>• Final written examination</td> <td>50%</td> </tr> </table> <p><i>Final written examination has two parts that are sat on the same day. The first part includes closed-ended questions, such as multiple choice questions, true or false, matching exercises, complete the gaps exercises, etc. The first part is usually worth 40% - 60% of the total marks of the exam paper. The second part includes open-ended questions that are meant to assess the students' abilities to analyse, reflect, explain, recall etc. The second part is usually worth 60% - 40%. The total marks of the exam paper are 100.</i></p> | • Attendance and participation | 10% | • Assignments / Essays | 20% | • Practical exercises | 20% | • Final written examination | 50% |
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| • Practical exercises | 20% | | | | | | | | |
| • Final written examination | 50% | | | | | | | | |
| Language | Greek or English | | | | | | | | |