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Course title	Customer Relationship Management			
Course code	MRKT407			
Course type	Theoretical, Elective Course			
Level	Undergraduate			
Year / Semester	Year 4 Semester 8			
Teacher's name	Kyrillou Sophia			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	The purpose of the course is to teach students the role and utility of CRM in maintaining and optimising customer relationships.			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Understand why companies and customers are motivated to create and maintain relationships with each other • Recognise the different stages of the customer life • Know the key role and analysis of the customer portfolio • Understand the most important features of an effective technology architecture for Customer Relationship Management • Be able to manage customer relationships for a business. • Highlight the issues to consider when developing a customer database. • Make decisions regarding various strategies for customer retention 			
Prerequisites	MRKT217 Principles of Marketing	Required	None	
Course content	<ul style="list-style-type: none"> • Understanding of Customer Relations <ul style="list-style-type: none"> • Introduction to CRM • Understanding Relationships • Customer Lifecycle Management – Customer Acquisition • Customer Lifecycle Management – Customer Management and Development • Strategic CRM <ul style="list-style-type: none"> • Client Portfolio Management • Offering Experiential Value to Customers • Managing Customer Experiences • Functional CRM <ul style="list-style-type: none"> • Automation of Sales Force Functions • Marketing Operations Automation • Automation of Service Operations • Analytics CRM 			

	<ul style="list-style-type: none"> • Development and Management of customer-centric data • Use of customer-centric data <ul style="list-style-type: none"> • Effective CRM Program <ul style="list-style-type: none"> • Planning • Application
Teaching methodology	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Solomon, M. R. (2020). <i>Συμπεριφορά Καταναλωτή : Αγοράζοντας, Έχοντας και Ζώντας</i>. 11^η Έκδοση. Εκδόσεις Τζιόλας. ISBN: 978-960-418-811-6. • Μπαλτάς, Γ., και Παπασταθοπούλου, Π. (2013). <i>Συμπεριφορά καταναλωτή</i>. 2^η Έκδοση. Εκδόσεις Rosili. ISBN: 9789607745309. • Φιτσιλής, Π. (2015). Σύγχρονα Πληροφοριακά Συστήματα Επιχειρήσεων ERP-CRM-BPRCRM. https://hdl.handle.net/11419/2256. Kallipos, Open Academic Editions. • Αβραμούλη, Δ., Καραγεωργός Α., Ντιντάκης, Ι., και Ράπτη, Ε. (2015). Συστήματα Διαχείρισης Πελατειακών Σχέσεων (Customer Relationship Management – CRM). In D., Avramouli, A., Karageorgos, I., Ntintakis, & E. Rapti. <i>Εφαρμογές Η/Υ στην επιλοποιία</i>. Kallipos, Open Academic Editions. http://hdl.handle.net/11419/1486 • Φιτσιλής, Π. (2015). Συστήματα Διαχείρισης Πελατειακών Σχέσεων. 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"> • Buttle, F. and Maklan, S. (2019). <i>Customer Relationship Management: Concepts and technologies</i>. 4th Edition. New York: Routledge. ISBN: 9781138498259 • Knox, S. (2003). <i>Customer relationship management: Perspectives from the marketplace</i>. Butterworth & Heinemann. ISBN: 0-7506-5677-8
Assessment	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Assignments: 40% • Final Written Examination: 50%
Language	English or Greek