

# Customer Relationship Management

Module Code: DLBCRM\_E

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> none	<b>Study Level</b> BA	<b>CP</b> 5	<b>Student Workload</b> 150 h
--------------------------------------	---------------------------------------	--------------------------	----------------	----------------------------------

<b>Semester / Term</b> see curriculum	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
--	--	--	---

## Module Coordinator

N.N. (Customer Relationship Management)

## Contributing Courses to Module

- Customer Relationship Management (DLBCRM01\_E)

## Module Exam Type

### Module Exam

Study Format: myStudies  
Exam, 90 Minutes

Study Format: Distance Learning  
Exam, 90 Minutes

### Split Exam

## Weight of Module

see curriculum

## Module Contents

- Theoretical Basis for CRM
- The Customer Lifecycle and Customer Relationship Cycle
- Customer Satisfaction and Loyalty
- Customer Loyalty Management
- Customer Value and Customer Portfolio Management
- Strategies and Tools of CRM
- CRM Implementation and Monitoring

**Learning Outcomes****Customer Relationship Management**

On successful completion, students will be able to

- recall the basics and theoretical explanations of customer relationship management.
- analyze economic management of customer relationships.
- understand the construct of the customer life or customer relationship cycle and its implications for the application of CRM tools.
- classify and measure customer satisfaction and loyalty and present the impact chain of customer loyalty and its contribution to the economic success of a company.
- master the development, planning and implementation of customer loyalty measures.
- classify customers according to their customer value and manage an efficient allocation of resources to create profitable customer relationships.
- use alternative strategies and instruments of CRM, implement them and check their impact on success.

**Links to other Modules within the Study Program**

This module is similar to other modules in the fields of Marketing & Sales

**Links to other Study Programs of the University**

All Bachelor Programs in the Marketing & Communication fields

# Customer Relationship Management

Course Code: DLBCRM01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

## Course Description

Customer Relationship Management is considered a central and fundamental concept of marketing management to optimally shape customer relationships. All processes of a company should be consistently and sustainably oriented towards the customer and their needs. This fundamental understanding as well as a broad overview of the topic area of CRM are conveyed to the students. In addition to the theoretical fundamentals of customer relations, this course deals with the customer life and customer relationship cycle, customer satisfaction and loyalty, customer retention management as well as customer value and customer portfolio management. The practical application is addressed through the presentation of the various strategies and instruments of CRM and also in the concrete implementation and controlling of CRM.

## Course Outcomes

On successful completion, students will be able to

- recall the basics and theoretical explanations of customer relationship management.
- analyze economic management of customer relationships.
- understand the construct of the customer life or customer relationship cycle and its implications for the application of CRM tools.
- classify and measure customer satisfaction and loyalty and present the impact chain of customer loyalty and its contribution to the economic success of a company.
- master the development, planning and implementation of customer loyalty measures.
- classify customers according to their customer value and manage an efficient allocation of resources to create profitable customer relationships.
- use alternative strategies and instruments of CRM, implement them and check their impact on success.

## Contents

1. Basics of CRM
  - 1.1 CRM Terms and Objectives
  - 1.2 The Economic Importance of the Customer
  - 1.3 From Transaction-Oriented to Relationship-Oriented Marketing
  - 1.4 Tasks and Structure of CRM

2. Theoretical Basis for CRM
  - 2.1 Basis in Neoclassical, Neoinstitutional and Organizational Theory
  - 2.2 Basis in Neobehavioral Theory
  - 2.3 Basis in Communication Theory
3. The Customer Life Cycle and Customer Relationship Cycle
  - 3.1 Customer Life Cycle
  - 3.2 Customer Relationship Cycle
  - 3.3 Customer Relationships from the Demand and Supply Perspective
4. Customer Satisfaction and Loyalty
  - 4.1 Customer Satisfaction as a Condition for Long-Term Customer Loyalty
  - 4.2 Measuring Customer Satisfaction
  - 4.3 Achieving Customer Loyalty through Customer Satisfaction
  - 4.4 Creating Customer Satisfaction and Loyalty
5. Customer Loyalty Management
  - 5.1 Benefits and Effects of Customer Loyalty Management
  - 5.2 Customer Loyalty Strategies
  - 5.3 Customer Loyalty Measures and Tools
6. Customer Value and Customer Portfolio Management
  - 6.1 Basics of Customer Evaluation
  - 6.2 Customer Evaluation Procedure
  - 6.3 Customer Segmentation and Customer Portfolios
7. Strategies and Tools of CRM
  - 7.1 Characteristics and Tasks of CRM Strategies
  - 7.2 Phase-Dependent CRM Strategies and Tools
  - 7.3 Other Options and Tools
8. CRM Implementation and Monitoring
  - 8.1 Organization, Management, and Company Culture
  - 8.2 Architecture of the CRM Process
  - 8.3 Operational and Analytical CRM Processes
  - 8.4 Data Processing
  - 8.5 Opportunities for Effectiveness Monitoring

**Literature****Compulsory Reading****Further Reading**

- Buttle, F. A./Maklan, S. (2019): Customer relationship management: Concepts and technologies. 4th edition, Routledge, London.
- Kumar, V./Reinartz, W. J. (2018): Customer relationship management: Concept, strategy, and tools. 3rd edition, Springer, Berlin.
- Palmatier, R. W./Steinhoff, L. (2019): Relationship marketing in the digital age. Routledge, London.

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
----------------------------------	-------------------------------

<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
--	--------------------------------------

<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides