



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Customer relationship management

### Course

Field of study

Corporate Management

Area of study (specialization)

Business management of the future

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

Laboratory classes

Other (e.g. online)

15

Tutorials

Projects/seminars

30

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

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Responsible for the course/lecturer:

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### Prerequisites



The student has a basic knowledge of the management, macro and micro-economic and marketing. The student can interpret and describe the factors affecting the market mechanism of the enterprise. The student is able to analyze and effectively use marketing tools affecting the enterprise's operations.

### Course objective

The aim of the course is to gain knowledge and acquire the skills in identifying customer needs and the methods and techniques for creating, maintaining and developing relationships with buyers in order to implement the business strategy.

### Course-related learning outcomes

#### Knowledge

1. Has in-depth knowledge of legal norms, their sources, changes and ways of influencing organizations, with particular emphasis on commercial law in the context of building and maintaining relationships with cooperating entities [P7S\_WG\_01]
2. He knows in depth the methods of obtaining data on the behavior of market participants [P7S\_WG\_07]
3. Has expanded knowledge about the role of man in shaping organizational culture and ethics in managing and maintaining relationships with clients [P7S\_WG\_09]
4. Has in-depth knowledge of ethical standards, their sources, nature, changes and ways of influencing organizations in the context of building and maintaining relationships with clients [P7S\_WK\_01]

#### Skills

1. Has the ability to use the acquired knowledge in various areas and forms, extended by a critical analysis of the effectiveness and usefulness of applied knowledge in the context of customer relations [P7S\_UW\_03]
2. Has the ability to independently propose solutions to the management problem related to building and maintaining relationships with clients and conducting the procedure of making decisions in this regard [P7S\_UW\_04]
3. Is able to properly analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) for the needs of building and maintaining relationships with clients, formulate their own opinions on this subject and formulate simple research hypotheses and verify them [P7S\_UW\_07]
4. Efficiently uses normative systems, norms and rules (legal, professional, ethical) or is able to use them to solve problems related to building and maintaining relationships with clients, has extended skills in relation to the selected category of social bonds or the selected type of norms [P7S\_UW\_08]
5. Is able to be responsible for own work and jointly implemented tasks, and manage team work [P7S\_UO\_01]



### Social competences

1. Is aware of the interdisciplinary knowledge and skills needed to solve organization's problems in the context of building and maintaining relationships with clients and the need to create interdisciplinary teams [P7S\_KK\_01]
2. Is able to see the cause-and-effect relationships in achieving the set goals and rank the importance of alternative or competitive tasks for building and maintaining relationships with clients [P7S\_KK\_02]
3. Can initiate activities for social projects [P7S\_KO\_02]
4. Is able to plan and manage business ventures including building and maintaining relationships with clients [P7S\_KO\_03]

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The skills acquired during the laboratory classes are verified on the basis of: partial grades of the tasks performed. Oral questions asked by the teacher regarding the tasks that have been completed.

The skills acquired during the project are verified on the basis of: partial grades of selected project tasks (30% of the final project grade). The final evaluation consists of a partial evaluation, substantive evaluation of the project (50% of the final evaluation of the project) and evaluation of the presentation of the project results, including also the answers to the questions asked by the teacher after the presentation (20% of the final evaluation of the project). Passing threshold: 50% of points.

### Programme content

The essence of the customer service process. Identifying potential customers. Customer needs and expectations. Establishing contact with the client. Customer service. Assessment of the degree of satisfaction of needs and expectations. Key clients management. Measuring customer retention and maintaining lasting relationships with the client. Customer service process in relation to the transaction process. Basic concepts: engineering, relations, management, client. Affiliate marketing and omnichannel marketing as a source of tools to power the development of customer relationship management engineering. Customer lifetime value (customer lifetime value). Marketing information system supporting the customer relationship management process. Data and information gathering for customer relationship management.

### Teaching methods

1. Laboratory exercises: multimedia presentation, presentation illustrated with examples given on a blackboard, and performance of tasks given by the teacher - practical exercises.
2. Project: multimedia presentation, presentation illustrated with examples given on a board, case analysis.

### Bibliography



Basic

1. Zarządzanie relacjami z klientem, Bondarowska K., Szafranski M., Goliński M., Wyd.Politechniki Poznańskiej, 2010.
2. Zarządzanie relacjami z klientem, Dembińska-Cyran I., Hołub-Iwan J., Perenc J., Wyd.Centrum Doradztwa i Informacji Difin, Warszawa, 2004.
3. Zarządzanie relacjami z klientem (CRM) a postępowanie nabywców na rynku usług, Wereda W., Wyd.Difin, Warszawa, 2009.
4. Rudnicki L., Zachowania konsumentów na rynku, Wyd. PWE, Warszawa, 2012.
5. Futrell C., Nowoczesne techniki sprzedaży, Oficyna a Wolters Kluwer business, Warszawa, 2011.
6. Payne, A., Frow, P. A strategic framework for customer relationship management. Journal of marketing, 69(4), 167-176, 2005.
7. Ocker, R. J., Mudambi, S. Assessing the readiness of firms for CRM: a literature review and research model. In 36th Annual Hawaii International Conference on System Sciences, 2003. Proceedings of the (pp. 10-pp). IEEE, 2003.
8. Gummesson, E. Total relationship marketing. Routledge, 2011.
9. Kostojohn, S., Paulen, B., & Johnson, M. CRM fundamentals. Apress, 2011.

Additional

1. Mantura W., Marketing przedsiębiorstw przemysłowych, Wyd. PP, Poznań 2000.
2. Reed J. Szybkie łącze z klientami: marketing internetowy, Wyd. Helion, Gliwice, 2012.
3. Dąbrowska A., inni., Kompetencje konsumentów, PWE, Warszawa, 2015.
4. Soltani, Z., Navimipour, N. J. Customer relationship management mechanisms: A systematic review of the state of the art literature and recommendations for future research. Computers in Human Behavior, 61, 667-688, 2016.
5. Athanasopoulou, P. Relationship quality: a critical literature review and research agenda. European journal of marketing, 2009.
6. Ndubisi, N. O. Relationship marketing and customer loyalty. Marketing intelligence & planning, 2007.
7. Chen, I. J., Popovich, K. Understanding customer relationship management (CRM). Business process management journal, 2003.



### Breakdown of average student's workload

	Hours	ECTS
Total workload	55	2,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for laboratory classes, project preparation) <sup>1</sup>	10	0,5

<sup>1</sup> delete or add other activities as appropriate