

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	UNIVERSITY OF ORADEA
1.2 Faculty	FACULTY OF ECONOMIC SCIENCES
1.3 Department	MANAGEMENT-MARKETING DEPARTMENT
1.4 Field of study	MANAGEMENT
1.5 Cycle of study	CYCLE II – MASTER
1.6 Program of study /Degree	ADVANCED MANAGEMENT/MASTER DEGREE

2. Information regarding the discipline

2.1 Name of discipline	CUSTOMER RELATIONSHIP MANAGEMENT						
2.2 Course titleholder	Lecturer Adela-Laura POPA, Ph.D.						
2.3 Seminar titleholder	Lecturer Adela-Laura POPA, Ph.D.						
2.4 Year of study	II	2.5 Semester	III	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	2	out of which: 3.2 course	1	3.3 seminar	1
3.4 Total of hours in the Curriculum	28	out of which: 3.5 course	14	3.6 seminar	14
Distribution of hours:					122
Studying the workbook, course book, bibliography and notes					56
Supplementary documentation in the library, on electronic specialty sites and in the field					28
Preparing seminars/laboratories, themes, projects, portfolios and essays					28
Tutorship					6
Assessment activities					4
Other activities.....					
3.7 Total hours of individual study	122				
3.9 Total hours/semester	150				
3.10 Number of credits	6				

4. Pre-requisites (if applicable)

4.1 Curriculum	Marketing Management
4.2 Skills	-

5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard, computer, internet access / Digital platform environment e.uoradea.ro
5.2. concerning the seminar/laboratory activities	Projector, whiteboard, computer, internet access/ Digital platform environment e.uoradea.ro

6. Specific skills acquired

Professional skills	C1 C3 C5
Transversal Skills	CT3

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	The aim of the course is to emphasize the importance of the customer and of the customer relationships into the life of an organization. The course will provide the knowledge of the main principles and practices in managing the customer relationships.
7.2 Specific objectives	<ul style="list-style-type: none"> • to discuss and understand the main concepts and principles of the relationship marketing • to understand the place of the customer relationship management in the context of relationship marketing • to discuss and understand the aim, objectives and benefits of CRM implementation • students will be able to make the difference between the conceptual dimensions of CRM: strategic, analytic and operational • to create the context for understanding the role of the information technology in the process of implementing CRM

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Relationship marketing - strategic marketing approach	Lecture, case studies, debate, deduction, illustration using the digital platform environment e.uoradea.ro	
8.1.2. From transactional marketing to relationship marketing, Marketing Information System		
8.1.3. Customer Relationship Management (CRM) – philosophical approach or data-driven strategy (The role of customer databases in CRM)		
8.1.4. Aim, objectives and benefits of CRM implementation		
8.1.5. Dimensions of CRM – strategic CRM, operational CRM, analytical CRM		
8.1.6. The placement of databases in the strategic approach of CRM		
8.1.7. Analysis indicators relevant for CRM		
8.1.8. Indicators describing the activity of attracting new customers		
8.1.9. Indicators used in monitoring customers activity		
8.1.10. General indicators regarding the value of a customer		
8.1.11. Customer Lifetime Value (CLV), Customer Equity (CE)		
8.1.12. CRM and Information Technology		
8.1.13. Implementation of CRM		
8.1.14. CRM Software Systems		
Bibliography		
<ol style="list-style-type: none"> 1. Buttle, F., Maklan, S. – Customer Relationship Management. Concepts and Technologies, Routledge, Taylor & Francis Group, London; New York, ediții 2015, 2019 2. Frow, P.E., Payne, A.F. - Customer Relationship Management: A Strategic Perspective, Journal of Business Market Management, Volume 3, Number 1, 2009, pp. 7-27, ISSN: 1864-0753 3. Gummesson, E. - Total Relationship Marketing, 3rd ed., Butterworth-Heinemann – Elsevier Ltd., 		

- Oxford, 2008, ISBN 13: 978-0-7506-8633-4
4. Hollensen, S. – Marketing Management: a relationship approach, Pearson Education Limited, 2003, ISBN 0-273-64378-9
 5. Iriana, R, Buttle, F. - Strategic, Operational, and Analytical Customer Relationship Management, Journal of Relationship Marketing, Vol. 5, No. 4, 2006, pp. 23-42, ISSN: 1533-2667
 6. Kumar, V., Reinartz, W. – Customer Relationship Management. A Databased Approach, John Wiley and Sons, Inc., 2006, ISBN: 978-0-471-27133-8
 7. Ngai, E.W.T., Xiu, Li, Chau, D.C.K. - Application of data mining techniques in customer relationship management: A literature review and classification, Expert Systems with Applications 36 (2009), pp. 2592–2602, ISSN: 0957-4174
 8. Payne, A. – Handbook of CRM: Achieving excellence in customer management, Butterworth Hainemann, 2005, ISBN-13: 978-07506-6437-0
 9. Peppers, D., Rogers, M. - Managing customer relationships: a strategic framework, John Wiley & Sons, Inc., Hoboken, New Jersey, 2011, ISBN 978-0-470-93015-1
 10. Salesforce.com, inc - <https://www.salesforce.com/>
 11. Sprout Social - <https://sproutsocial.com/>
 12. Hubspot - <https://www.hubspot.com/>

8.2 Seminar (S)	Teaching methods	Observations
8.2.1. The vision of relationship marketing. Customer360°	Questioning, case studies, debate, applications, using the digital platform environment e.uoradea.ro	
8.2.2. Understanding Relationships. Customer Lifecycle		
8.2.3. Customer Experience. Customer journey		
8.2.4. Customer Engagement		
8.2.5. Using Customer-Related Data		
8.2.6. Types of customer data		
8.2.7. Customer Persona		
8.2.8. Marketing Automation		
8.2.9. Customer Metrics		
8.2.10. Customer Lifetime Value		
8.2.11. Using Artificial Intelligence in CRM		
8.2.12. Using AR/VR to Improve the Customer Experience		
8.2.13. Social CRM – analysing top apps		
8.2.14. Social CRM – software applications: e.g. Sprout Social, Salesforce, HubSpot, etc.		

Bibliography:

1. Buttle, F., Maklan, S. – Customer Relationship Management. Concepts and Technologies, Routledge, Taylor & Francis Group, London; New York, ediții 2015, 2019
2. Frow, P.E., Payne, A.F. - Customer Relationship Management: A Strategic Perspective, Journal of Business Market Management, Volume 3, Number 1, 2009, pp. 7-27, ISSN: 1864-0753
3. Gummesson, E. - Total Relationship Marketing, 3rd ed., Butterworth-Heinemann – Elsevier Ltd., Oxford, 2008, ISBN 13: 978-0-7506-8633-4
4. Hollensen, S. – Marketing Management: a relationship approach, Pearson Education Limited, 2003, ISBN 0-273-64378-9
5. Iriana, R, Buttle, F. - Strategic, Operational, and Analytical Customer Relationship Management, Journal of Relationship Marketing, Vol. 5, No. 4, 2006, pp. 23-42, ISSN: 1533-2667
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9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

During this course, the students will be asked to analyse the activity regarding the customer relationship management in real organizations. Based on this, and in collaboration with the companies' representatives, the students will be asked to propose ways to develop and/or improve the activity regarding the management of customer relationships in the above-mentioned organizations, based on the strategic, analytic and operational conceptual dimensions.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge and understanding of the content.	Written paper / Project: Auditing CRM activity in a local company (the student is allowed choose)	50%
10.5 Seminar (S)			
10.6 Laboratory (L)			
10.7 Project (P)	Solving the requirements indicated weekly for each course/seminar activity.	Evaluation of the answers provided by the student for each set of requirements, according to the specified terms	50%
10.8 Practical works (P)			
10.9 Minimum performance standard			
• Obtaining at least 5 points (out of 10) for each for each assessment activity			

Date

Course titleholder:

Seminar titleholder:

25th of September 2020

Lecturer Adela-Laura POPA, Ph.D.

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Date of approval in the Department:
28th of September 2020

Dean,

Professor, Dr. Habil. BĂDULESCU Alina

Date of approval in The Council of the Faculty of Economic Sciences:

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30th of September 2020

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