

Digital CRM

EM1F5M84

Programme

PGE
PGE5 International & European Business

UE

Digital Strategy

Semestre

B

Discipline

Marketing

Volume horaire

24 H

Nombre de places

45

Ouvert aux visitants

Oui

Langue

EN

Responsable

Dobromir STOYANOV



Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Dobromir STOYANOV	dstoyanov@unistra.fr	24 h

Contribution pédagogique du cours au programme

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Design solutions adapted to organizational problems by applying relevant methodologies

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Recommend decision making by taking a critical approach to driving change in organizations

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

Descriptif

In today's highly competitive business environment the art of effective interaction with the customers is crucial to the organization's success. This is especially important in the digital era when consumers are frequently and simultaneously connected to multiple communication platforms. This course examines the digital customer relationship management (CRM) as an integrated strategic, technological and human approach that enables the company to build and maintain mutually beneficial long-term relationships with its customers. It reveals how CRM practices can be used to enhance marketing performance through the implementation of various strategies for customer acquisition, retention, and development.

Some major marketing issues are discussed such as:

- 1) What is a relationship? What are the key factors determining a high-quality relationship
 - 2) Why do/don't companies want to engage in relationships with customers?
 - 3) Why do/don't customers want to engage in relationships with companies?
 - 4) How to develop and implement a CRM project?
 - 5) What is customer experience? How should we measure it? What are some experiential strategies for enhancing it?
 - 6) What is customer value? How can we measure it?
 - 7) How can we retain our profitable customers?
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Organisation pédagogique

Face-to-face

- Lectures

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 4) manage the various stages of the customer lifecycle by adopting appropriate strategies for customer acquisition, retention and development
 - - (niv. 5) measure behavioural and attitudinal customer loyalty
 - - (niv. 5) measure customer experience through various tools and experiential providers
 - - (niv. 6) design a uniquely, seamless, networked, omnichannel, personalized, and anthropomorphized CRM strategy
 - - (niv. 6) incorporate the notion of emotional intelligence in the development of relationship marketing strategy
 - - (niv. 6) enhance their understanding on the multifaceted nature of CRM, as a combination of people, processes and technology that aims to build and maintain profitable customer relationships.
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Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

Aucun affective domain n'a pour le moment été associé à ce cours.

Objectifs de développement durable abordés

ODD n°4 - Quality education

ODD n°8 - Decent work and economic growth

ODD n°9 - Industry, innovation and infrastructure

ODD n°12 - Responsible consumption and production

Plan / Sommaire

1. Introduction to customer relationship management. Understanding relationships.
2. Customer portfolio management. CRM and customer experience.
3. Creating customer value. Managing the customer lifecycle: customer acquisition, retention & development.
4. CRM and marketing automation: The case of a CRM provider
5. Final evaluation of the student's CRM projects. Discussion & Feedback

Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

Marketing basics

Supports pédagogiques

Mandatory tools for the course

- Computer
- Calculator

Documents in all formats

- Photocopies
- Newspaper articles
- Worksheets

Moodle platform

- Interface to submit coursework

Software

- Pack Office (Word, Excel, PowerPoint, Access)

Additional electronic platforms

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

1. Buttle, F. & S. Maklan (2019). Customer Relationship Management: concepts & technologies 4th ed., Routledge
2. Belli, A., O'Rourke, AM., Carrillat, F.A. et al. (2022). 40 years of loyalty programs: how effective are they? Generalizations from a meta-analysis. Journal of the Academy of Marketing Science, 50, 147-173
3. Doligalski, T. (2015). Internet-Based Customer Value Management. Developing Customer Relationships Online. Springer
4. Steinhoff et al. (2019). Online relationship marketing. Journal of the Academy of Marketing Science Vol. 47, No. 3: pp. 369-393.

Littérature complémentaire

1. Payne, A. & P. Frow (2013). Strategic Customer Management Integrating Relationship Marketing and CRM. Cambridge
 2. Chaffey, D. & PR. Smith (2017). Digital Marketing Excellence: Planning, Optimizing and Integrating Online marketing. 5th edition
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Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...

Stoyanov, D. K., Stoyanova, R. D., & Stoyanov, K. S. (2023). Chemistry of Marketing: Application of Chemical Thermodynamics Laws to Closed and Isolated Marketing Systems. *Journal of Macromarketing*, 0(0).
<https://doi.org/10.1177/02761467231184141>

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1 Autre (date, contrôle surprise...) : every session

Ecrite et orale / individuelle / Anglais / pondération : 30 %

Précisions : Participation in class and homework assignments

Cette évaluation sert à mesurer ILO2.2-PGE, ILO4.1-PGE

Evaluation intermédiaire / contrôle continu 2 Séance n° 5

Ecrite / individuelle / Anglais / pondération : 30 %

Précisions : Mid-term test

Cette évaluation sert à mesurer ILO1.2-PGE, ILO4.1-PGE

Evaluation intermédiaire / contrôle continu 3 Dernière séance

Ecrite et orale / en groupe / Anglais / pondération : 40 %

Précisions : Group work project: students have to form international teams and illustrate the implementation of a CRM project for a company of their own choice. Half of this evaluation (20%) is based on the written group work presentation prepared by the students at home (For example: MS PowerPoint, Prezi etc.). One of the team members should send the presentation to the professor by e-mail at least one day before the final session. The other half of this evaluation is based on the individual performance of each team member during project presentation in class (20%).

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO4.2-PGE