

# EM1F5M84

## Program

**PGE**  
PGE 3A - International and European Business (IEB)

## UE

Digital strategy

## Semester

B

## Discipline

Marketing

## Contact hours

24 H

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator

Dobromir STOYANOV



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Dobromir STOYANOV	<a href="mailto:dstoyanov@unistra.fr">dstoyanov@unistra.fr</a>	24 h

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**Pedagogical contribution of the course to the program**

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

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## Description

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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## Teaching methods

### Face-to-face

- Lectures
- Tutorials

### In group

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

### Interaction

- Discussions/debates

## Others

**No items in this list have been checked.**

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## **Learning objectives**

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** the 4 different types of CRM: strategic, operational, analytical and collaborative.
  - - (level 2) **Explain** the multifaceted nature of CRM, as a combination of people, processes and technology that aims to build and maintain profitable customer relationships by delivering value and satisfaction to the customer.
  - - (level 2) **illustrate** the main determinants of successful business relationships
  - - (level 3) **classify** consumers into various categories according to their actual and expected value to the company.
  - - (level 4) **analyze** and measure the customer experience through various tools and experiential providers
  - - (level 4) **manage** the various stages of the customer lifecycle by adopting appropriate strategies for customer acquisition, retention and development
  - - (level 6) **design** a uniquely, seamless, networked, omnichannel, personalized, and anthropomorphized CRM strategy
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### Affective domain

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## **Outline**

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
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**No prerequisite has been provided**

## Knowledge in / Key concepts to master

Marketing basics

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## Teaching material

### Mandatory tools for the course

- Computer
- Calculator

### Documents in all formats

- Newspaper articles
- Case studies/texts

### Moodle platform

- Upload of class documents

### Software

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

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material

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.
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Additional literature

1. Payne, A. & P. Frow (2013). Strategic Customer Management Integrating Relationship Marketing and CRM. Cambridge
  2. Chaffey, D. & PR. Smith (2013). Digital Marketing Excellence: Planning, Optimizing and Integrating Online marketing
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## **EM Research: Be sure to mobilize at least one resource**

Textbooks, case studies, translated material, etc. can be entered

**No reading material has been provided.**

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## **Assessment**

### **List of assessment methods**

#### **Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : every session

Written and oral / Individual / English / Weight : 30 %

**Details :** Participation in class and homework assignments

**This evaluation is used to measure L01.1, L02.3**

#### **Intermediate assessment / continuous assessment 2** Class no. 5

Written / Individual / English / Weight : 30 %

**Details :** Mid-term test

**This evaluation is used to measure L01.2, L02.1**

#### **Intermediate assessment / continuous assessment 3** Last class

Written and oral / Group / English / Weight : 40 %

**Details :** 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%).

**This evaluation is used to measure L01.1, L01.3, L02.1, L02.3**