

**Course title: CUSTOMER RELATIONSHIP MANAGEMENT IN DIGITAL ENVIRONMENT**

<b>Lecturers</b>	Full Prof. Damir Dobrinić, Ph.D. Assoc. Prof. Sandro Gerić, Ph.D. Assoc. Prof. Iva Gregurec, Ph.D.
<b>Language of instruction</b>	Croatian and English
<b>Study level</b>	Bachelor
<b>Study programme</b>	Information and Business Systems
<b>Semester</b>	6 <sup>th</sup> (summer)
<b>ECTS</b>	4
<b>Goal</b>	This course will enable students to master the theoretical and practical knowledge required to work in domains that are directly related to customer relationship management. In doing so, the theoretical concepts of marketing and customer relationship management are upgraded with practical skills in using ICT tools and technologies in customer relationship management domain. The course enables the students to upgrade and to refine their knowledge of marketing and e-commerce and to gain essential knowledge in organizational and business models as well as customer relationship management technologies and tools.
<b>General and specific learning outcomes</b>	
<b>Content</b>	<p><b>1. Values for clients in marketing. (4 hours)</b></p> <p>Evolutionary development of marketing management. The concept of value as the basis of market exchange. The gap between clients and managers. Expected value and its dimensions. Basic dimensions of perceived value.</p> <p><b>2. Customer Value Research and Customer Satisfaction (4 hours)</b></p> <p>Customer value research approaches (group interviews, in-depth interviews, pillar techniques, long-travel techniques, key event techniques). Relationship between pleasure and value. Relationship between company satisfaction and profitability. Approaches to customer satisfaction research.</p> <p><b>3. Customer Satisfaction Management Process (4 hours)</b></p> <p>Designing and building a process of continuous monitoring of customer satisfaction. Customer orientation as a company culture.</p> <p><b>4. Introduction to Customer Relationship Management (4 hours)</b></p> <p>Defining Customer Relationship Management. The importance of knowing your clients. Acquiring new clients while retaining existing ones. Customer loyalty. Using Customer Information. Target marketing. One-on-one marketing. Optimizing customer experiences. Sales management versus customer relationship management.</p> <p><b>5. Customer Relationship Management as a Business Process (8 hours)</b></p>

	<p>The process of managing customer relationships. Benefits and the costs of managing customer relationships. Assessing a company's willingness and ability to introduce customer relationship management. Organizing and integrating business, employees, technology and processes. Communication strategies in marketing. Collecting Customer Information and Data. Predicting customer behaviour. Client Segmentation. Customer Profitability. Personalization and optimization of communication channels. Client interaction modelling. Process Automation in Marketing and Sales. Planning a client relationship management program.</p> <p><b>6. Customer Relationship Management Technology (6 hours)</b></p> <p>The technological basis of customer relationship management. Computerization and ICT support of data warehousing. Analysis of customer data and data mining. E-commerce and customer relationship management via the Internet and Mobile Technologies. Additional customer service through the World Wide Web. Client privacy issues. Choosing a CRM tool. Integration of customer relationship management into e-business information system. Website Optimization. Tracking users on the web. Collecting customer data.</p>
<b>Exercises</b>	
<b>Realization and examination</b>	Attendance of classes, seminars and computer exercises. Making homework assignments. Preliminary exam laboratory exercises. Seminar paper. Preliminary exam.
<b>Related courses</b>	
<b>Literature</b>	<p>Palmatier, R.W., Steinhoff, L.: Relationship marketing in the digital age, Routledge, London and New York, 2018.</p> <p>Buttle, F., Maklan, S.: Customer relationship management-concepts and technologies, Routledge, London and New York, 2015.</p> <p>Peelen, E., Beltman R.: Customer relationship management, Pearson, Harlow, 2013.</p>