INSTITUTO POLITÉCNICO DE BRAGANÇA

Course Unit	Customer Relationship Management			Field of study	marketing and advertising	
Classification	Post-Graduation in Digital Marketing			School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	1	Level	2-1	ECTS credits	1.0
Type	Semestral	Semester	1	Code	5068-787-1105-00-22	

| Workload (hours) | 27 | Contact hours | T | - | TP | - | PL | - | TC | - | S | - | E | - | OT | - | O | - |

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Ricardo Jorge Vieira Correia

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand marketing from a relational perspective and the centrality of the customer in marketing strategies
2. Understand the concepts, metrics and techniques of CRM activities
3. Have analytical capacity, make decisions and implement actions in the field of customer relationship management

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable

Course contents

1 - From traditional marketing to relational marketing
2 - Customer Relationship Management
3 - Functionalities of CRM software
4 - Implement marketing actions in CRM software

Course contents (extended version)

1. From traditional marketing to relational marketing
    - Customer loyalty as a strategic priority
    - Relational marketing and customer value
    - The drivers of relational marketing
    - Determinants and loyalty models
    - Strategic relationship management: typologies, individual relationship management and diagnosis
2. Customer Relationship Management
    - The role of technology in the quality-value-loyalty relationship
    - Cross-sectional view of a CRM: B2B and B2C scenarios
3. Functionalities of CRM software
    - Management of contacts and leads
    - Management of business opportunities
    - Management of loyalty programs
    - Management of marketing campaigns
    - Reports and forecasts
4. Implement marketing actions in CRM software
    - Plan, execute, evaluate and adjust

Recommended reading

1. Buttle, F. (2019). Customer relationship management: Concepts and technologies (4th ed.). Routledge. ISBN: 9781138498259
2. Kumar, V., & Reinartz, W. (2018). Customer relationship management: Concepts, strategy, and tools (3rd ed.). Springer. ISBN: 9783662553800
3. Marques, A. (2014). Marketing relacional: Como transformar a fidelização de clientes numa vantagem competitiva (2ª ed.). Edições Sílabo ISBN: 9789726187622
4. Pearce, M. (2021). Customer relationship management: How to develop and execute a CRM strategy. Business Expert Press. ISBN: 9781953349651

Teaching and learning methods

Presentation, debate and practical application of the issues taught.

Assessment methods

- Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
    - Practical Work - 100% (Practical work, individually or in group.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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30-06-2023	30-06-2023	30-06-2023

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