NAME OF THE COURSE	Customer Relationship Management					
Code	EUB410	Year of study	2			
Course teacher	Doc.dr.sc. Daša Dragnić Doc.dr.sc. Ljiljana Najev Čačija	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Compulsory	Percentage of application of e-learning	30%			

COURSE DESCRIPTION	
Course objectives	The objective of this course is to enable students to evaluate customer value and apply contemporary CRM methods/tools in order to create loyal and profitable customers.
Course enrolment requirements and entry competences required for the course	Knowledge of marketing fundamentals and English language.
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Learning outcome of the course: Critical consideration of CRM application for different customer categories and development of appropriate customer relationship management tactics and tools Individual Learning Outcomes: 1. Compare and differentiate the business philosophy and tactical elements of transactional and relationship marketing. 2. Analyse and integrate the impacts within the "satisfaction-loyalty-profit" chain. 3. Assess the customers value, given their size, buying frequency, dynamics and potential, as well as loyalty degree. 4. Selectively develop CRM approach and activities tailored to different customer categories (by their value). 5. Critically apply contemporary ICT customer relationship management tools.

	Lectures		Exercises	
	Topic	Hours	Topic	Hours
Course content broken down in detail by weekly class schedule (syllabus)	Introduction to CRM (changes in market and technology)	2	Terms and methods of work; Group project assignments	2
	Term and concept of CRM, comparing to transactional marketing, benefits and deficiencies	2	Case study: CRM or not?	2
	CRM levels and components	2	Presentation of written papers/projects	2
	Strategic CRM, steps in developing strategic CRM, CRM implementation	2	Presentation of written papers/projects	2
	Customer satisfaction and loyalty, relationship and impact on profitability	2	Case study: Determine CRM focus by key factors	2
	Quality management and CRM related to customer value	2	Presentation of written papers/projects	2
	Traditional and primary customer based metrics	2	Presentation of written papers/projects	2

Popular and strategic customer based value metrics	2	Case study: Customer based metrics	2
CRM – appropriate tactics and resource allocation	2	Presentation of written papers/projects	2
Clasification, selection and decision tactics – Decision tree (SPSS)	2	Decision tree simulation (SPSS)	2
ITC tools for customer relationship management	2	Example: Mycrosoft Dynamics CRM software	2
CRM in practice of small and big firms	2	Presentation of written papers/projects	2
Concluding remarks on CRM implementation of metrics and tools	2	Presentation of written papers/projects	2

Format of instruction	☐ lectures ☐ seminars and workshops ☐ exercises ☐ *on line* in entirety ☐ partial e-learning ☐ field work	☐ independent assignments ☐ multimedia ☐ laboratory ☐ work with mentor ☐ practitioner lecture
Student responsibilities	To attain a signature student must: - actively participate in classes, with min 50% recorded attendance and - successfully write/present seminar essay as well as self-evaluation on other topics.	

Screening student work *(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)*	Class attendance	1,3	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay	1,25	(Other)	
	Tests*	2,45*	Oral exam		(Other)	
	(Written exam*)	(2,45*)	Project		(Other)	

Grading and evaluating student work in class and at the final exam	The final grade (max 100 points or 100%) will be formed as follows: 1. Two midterm exams* (midterm exam 1 max 30 points/%, midterm exam 2 max 35 points/%), or written exam* with max 65 points/% of final grade: - student must pass midterm exam 1 (with sufficient number of points/%) in order to approach midterm exam 2. If both midterm exams are passed, it is considered as student has passed written exam; - midterm exam/written exam consists of open theoretical questions (assessing the knowledge of concepts and their causal connection) and practical assignments from case study (calculation, analysis and interpretation of results), which verifies course objective and four of five learning outcomes. - in order to pass midterm exam/written exam (besides point threshold), student must achieve >0 points on each question; - point thresholds for midterm test/written exam are: 0-25 insufficient (1) 26-35 sufficient (2) 36-45 good (3) 46-55 very good (4) 56-65 excellent (5) 2. Seminar essay (written paper) max 35 points/% of final grade: - team assignment where teacher determines number of team members (2-3) depending of total number of students at course

	- in seminar essay (presented at exercises), students must process scientific articles from CRM area (according to curriculum) and find example of the same in business practice (exact firm), which verifies all learning outcomes. - point threshold for seminar essay is: 0-17 insufficient (1) 18-21 sufficient (2) 22-25 good (3) 26-30 very good (4) 31-35 excellent (5) Oral exam is optional, if student want to achieve higher total grade. Oral exam is group exam with group confrontation and argumentation related to CRM, which verifies all learning outcomes.

	Title	**Number of copies in the library**	**Availability via other media**
Required literature (available in the library and via other media)	Kumar, V., & Reinartz, W. (2018). *Customer relationship management,* third edition. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018.	5	
	Meler, M. i Dukić, B.: Upravljanje odnosima – od potrošača do klijenta (CRM), 2007., Osijek: Ekonomski fakultet	10	
	Dragnić, D.: lectures and teaching materials		https://moodle.efst.hr

Optional literature (at the time of submission of study programme proposal)	Relevant scientific articles: Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic research-Ekonomska istraživanja*, *33*(1), 2733-2750. Zerbino, P., Aloini, D., Dulmin, R., & Mininno, V. (2018). Big Data-enabled customer relationship management: A holistic approach. *Information Processing & Management*, *54*(5), 818-846. Juanamasta, I. G., Wati, N. M. N., Hendrawati, E., Wahyuni, W., Pramudianti, M., Wisnujati, N. S., ... & Umanailo, M. C. B. (2019). The role of customer service through customer relationship management (Crm) to increase customer loyalty and good image. *International Journal of Scientific and Technology Research*, *8*(10), 2004-2007. Dewnarain, S., Ramkissoon, H., & Mavondo, F. (2019). Social customer relationship management: An integrated conceptual framework. *Journal of Hospitality Marketing & Management*, *28*(2), 172-188.

Quality assurance methods that ensure the acquisition of exit competences	• Monitoring the attendance and execution of other student obligations (teacher) • Teaching Supervision (Vice dean) • Analysis of the success of studies in all subject studies (Vice dean) • Student Survey on the Quality of Teachers and Teaching for Each Subject Study (UNIST, Centre for Quality Improvement) • The examination conducted by the subject teacher examines all learning outcomes of the subject. Periodic examination of the content of the exam is conducted on the basis of which the appropriateness of the method of checking the learning outcomes (Vice dean)
Other (as the proposer wishes to add)	