

- Faculté des sciences économiques
- www.unine.ch/seco

Customer Relationship Management (5EN2028)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 2 ph	Voir ci-dessous	3
Master in General Management	Cours: 2 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Chargé d'enseignement :
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Office R.167: available by appointment

Contenu

The course will cover the following topics:

- Introduction to Relationship Management
- How Trust and Commitment can lead strengthen business relationships
- Introduction to CRM and the Service Profit Chain
- The loyalty model
- The satisfaction model
- Customer Lifecycle management: Acquisition
- Customer Lifecycle Management: Conversion
- Customer Lifecycle Management: Retention and Loyalty Programs

The course will be supplemented by case studies.

Forme de l'évaluation

Continuous evaluation, active in class participation and home assignments (20%).

Group presentation (40%).

Two-hour written mid-term exam (40%) on the 30th of March 2020.

Retake exam: two-hour written exam (100%) during the retake session.

The exam will be a closed-book exam. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the students are in a situation of fraud and the unauthorized will be removed. The exam could be deemed as failed.

Documentation

To be advised

Pré-requis

Marketing, Management

Forme de l'enseignement

Presentations of theoretical concepts and case studies (all in English).

Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

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- Recognise the features of CRM systems that aid managers in their decisions
- Analyse and evaluate the key aspects of Customer Relationship policies implemented by established firms
- Assimilate both theoretical and practical implications of CRM

Compétences transférables

- Apply knowledge to new situations
- Extract key information
- Decision making