

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

### Customer Relationship Management (5EN2028)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en développement international des affaires</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3
<b>Master in General Management</b>	<b>Cours: 2 ph</b>	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 :  
Dr. Michael Puntiroli  
Institute of Management,  
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Phone : +41 (0)32 718 19 48  
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 (30%).

Two-hour written final exam (50%) during the exam session.

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

The exam will be an open-book individual exam conducted online, where each student can be in a location of their choosing as long as they are positioned in front of a laptop with internet access and webcam that is turned on. 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

- Faculté des sciences économiques
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### **Customer Relationship Management (5EN2028)**

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

- 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