

**Course unit title: CRM**

**Course unit code: 3-2-35**

**Type of course unit:** compulsory

**Level of course unit:** first cycle

**Year of study:** 3<sup>st</sup>

**Semester:** 2<sup>st</sup>

**Number of ECTS credits allocated:** 3 ECTS

**Name of lecturer:** Rui Gonçalves

**Objectives**

Factors such as globalization and the new information and communication technologies contribute to create more demanding **and** complex clients. In such environment, where customers have a strong importance and influence, the organizations transforming the way they relate with their clients to create value and obtain competitive advantages, adopting CRM as critical strategy component.

Widely used by organizations from several industries, the CRM is a critical subject to prepare this course students and this lecture will contribute to develop their competencies and skills

**Learning outcomes of the course unit**

- Understand CRM concept and their role in value creation from the way companies manage their clients
- Identify the main elements of a CRM strategy and their impact on Marketing, Sales and Service initiatives.
- Understand the transformations needed to adopt CRM
- Understand and apply some of the more used approaches by organizations to adopt CRM in their business
- Analyse and interpret CRM Case Studies from different organizations from several industries.

**Mode of delivery:** face-to-face

**Prerequisites and co-requisites:** none

**Recommended optional programme components:** none

**Course contents**

1-to-1 – new marketing paradigms: determining factors: from mass marketing to one-to-one marketing; a) new consumers; b) new business models; c) technological evolution.

Marketing 1-1: basic concepts; a) clients share vs. market share; b) loyalty benefits; c) clients satisfaction: measures and impact.

IDIC methodology: a) panoramic vision; b) success critical factors; c) implementation errors and unsuccessful factors; d) step by step implementation.

The role of new technologies: from operational systems to data warehouses; decision support systems; Data Mart; Data quality; OLAP, EIS; database exploration; Data Mining.

Privacy management: privacy roles policies implementation; ethical and legal aspects; practical cases.

**Recommended Reading**

- Bergeron, Bryan P (2002) Essentials of CRM: A Guide to. John Wiley & Sons Inc
- Direct Marketing Association (1999) Customer Relationship Management. An Informational Guide for Creating A Customer Centric Business. DMA.
- Peppers, D. e Rogers, M. (1996) Enterprise One to One: Tools for Competing in the Interactive Age. Currency Doubleday
- Brown, Stanley (2001) CRM: A Strategic Imperative in the e-business World. Willey.
- Peppers, D. e Rogers, M. and Bob Dorf (1999) One to One: Fieldbook. Currency Doubleday
- Reis, José Luis; (2000) O Marketing Personalizado e as Tecnologias de Informação. Ed. Centro Atlântico
- Oliveira, Wilson (2001) CRM e e-business . Edições Centro Atlântico
- Curry, J. (2000) The Customer Marketing Method. Free Press

**Planned learning activities and teaching methods: Theoretical-practical lessons**

**Assessment methods and criteria**

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
  - 1 Test in the classroom (20% weighted)
  - 1 or more group or individual work (30% weighted)
  - Participation /attendance ( **10%** weighted)
  - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

**Language of instruction:** portuguese