

## SUBJECT TEACHING GUIDE

### M598 - Client Relation Management

#### Master's Degree in Business and Information Technologies

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Business and Information Technologies			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M598 - Client Relation Management				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	PABLO MARIA DE CASTRO GARCIA				
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Other lecturers					

3.1 LEARNING OUTCOMES
- To Know and comprehend the key concepts about Customer Relationship Management and the role of CRM Systems in the improvement of company's productivity and profitability.
- To plan from a strategically point of view the design and implementation of CRM initiatives in an organization
- To know in detail the operation of a market CRM tool through the development of a case study
- To learn about the evolution of the CRM systems and the new technological trends that are related with

#### 4. OBJECTIVES

Afford to the Master's students the knowledge and methodology to enable them, from a technological and business point of view, to define, plan, design, implement and evaluate strategies for the customer relationships management (CRM) in a business organization or a public institution.

Deepen in the modern techniques of customer-oriented business management or Customer Oriented/Centric Policy

Provide an overview of the CRM systems, typologies, its components and the contribution to the development of any business, as well as in public administration.

Develop the practical skills of deploying and managing a commercial CRM system, adapting it to the case studies that will be developed in each working group

Provide a vision for the future of the CRM trends and its integration with techniques of Web 2.0, BIG DATA and Real Time Analytics

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	Introduction to the Customer Relationship Management - Strategies for the acquisition, retention and growth of customers's portfolio - Customer oriented/Centric Policy - Relational marketing and CRM as a business strategy
2	Integrated customer relationship management. - Integration of information, channels, processes, services - Types of CRM: strategic, operational and analytical
3	Setup, design, and practical implementation of CRM to a commercial organization example. Group Work
4	CRM New Trends: CRM 2.0, Social Marketing and BIG DATA
5	Tutorship
6	Test and review

### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Evaluation method Description Individual Work	Work	No	Yes	20,00
Evaluation method Description Group Work	Work	No	Yes	40,00
Evaluation method Description Test and Review	Written exam	Yes	Yes	30,00
Evaluation method Description CRM setup in a case study	Laboratory evaluation	No	No	10,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
Group and individual jobs will be delivered through the moodle and will be evaluated according to the evaluation rubric to be determined				
<b>Observations for part-time students</b>				
To students enrolled on a part-time basis, who are not available for class attendance, an individual assignment will be established by the teacher. Also they have to make a subject test/exam.				

### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

#### BASIC

MATERIALES DOCENTES A DISPOSICIÓN DE LOS ESTUDIANTES EN EL AULA VIRTUAL DE LA ASIGNATURA

CRM. Gestión de relaciones con los clientes (Greenberg)