

61756 - Customer Relationship and Value Management

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process that has been designed for this course is based on the following activities:

The learning process designed for this course is built around the active participation of the student and it combines different methodological approaches including theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion and presentation of texts and papers in the field of customer value management.

5.2.Learning activities

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The programme offered to the students to help them achieve the learning results includes the following activities:

­ Theoretical lectures (20 hours): introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.

­ Independent work: this includes reading and comprehending research papers, studying the theoretical and practical contents of the course, resolving practical exercises, developing individual and/or in-group activities, and preparing the research proposal and the presentations of the research papers.

­ Presentation of research papers and discussion and presentation of research proposal and discussion.

5.3.Program

1. Managing customers and relationships: Towards a new paradigm in business
2. Customer lifetime value (CLV): Concept and measurement
3. Customer value components
4. Drivers of customer value
5. Strategic management of customer relationships: How to build successful relationships to improve performance

5.4.Planning and scheduling

The calendar of the different sessions will be announced in class and through the ADD (Moodle 2). The assignments of paper presentations and research proposals as well as any other assignment will be communicated by the teachers through the ADD (Moodle).

5.5.Bibliography and recommended resources