Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 302018 **Name:** Customer Relationship Management

Credits: 6,00 **ECTS Year:** 4 **Semester:** 1

Module: Marketing & Commercialization

Subject Matter: Marketing Tools **Type:** Elective

Field of knowledge: Ciencias Sociales y Jurídicas

Department: -

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English

Lecturer/-s:

OADG13B	Lara Inmaculada Garcia Hernandez **(Profesor responsable)**	lara.ghernandez@ucv.es
OADG8	Lara Inmaculada Garcia Hernandez **(Profesor responsable)**	lara.ghernandez@ucv.es

Module organization

Marketing & Commercialization

Subject Matter	ECTS	Subject	ECTS	Year/semester
Marketing	12,00	Marketing I	6,00	1/2
		Marketing II	6,00	2/1
Marketing Tools	24,00	Commercial Communication	6,00	3, 4/2
		Customer Relationship Management	6,00	4/1
		Marketing Plan	6,00	3/1
		Product and Branding Management	6,00	This elective is not offered in the academic year 23/24
Logistics & Internalization	12,00	Internationalisation of the Business	6,00	3/2
		Logistics and Commercial Distribution	6,00	3/2

Recommended knowledge

This course aims to develop a conceptual framework for customer relationship management (CRM) that helps students to broaden the understanding of CRM and its role in enhancing customer value, customer relationships and its loyalty . Its objectives are:

1.To understand the novelty and timeliness of Relationship Marketing as a routine practice in the markets

2.Provide students with an understanding of the theory and concepts related to this discipline (e.g. loyalty, perceived value, event management, complaint management and general communication).

3. Integrate the different dimensions of CRM in the corporate business practice, and identify their profits not only for customer retention but also for customer captation

4. Classify customers according to their loyalty behaviour, potential recommendations behaviour & complaint behaviour

Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

R1	Develop communication actions specifically proposed with new technologies (social networks, virality, applications, etc.).
R2	Fluent use of concepts related to CRM.
R3	Capacity for analysis and diagnosis necessary to define a marketing strategy.
R4	Ability to propose solutions regarding the choice of CRM strategy and ways of implementation.
R5	Present oral and written results of the analysis and diagnosis, and the solutions proposed.
R6	Working in groups promoting synergies and results orientation.

Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
CB1	That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.			x	
CB2	That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.			x	
CB3	That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.			x	
CB4	That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences.			x	
CB5	That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			x	

GENERAL		Weighting			
		1	2	3	4
CG0	Speaking well in public.		x		
CG1	Capacity of analysis and synthesis.		x		
CG2	Adequate management of time and resources.		x		
CG3	Capacity to apply knowledge into practice.		x		
CG4	Capacity to handle information from different sources.		x		

		1	2	3	4
CG5	Oral and written communication.	x			
CG6	Use of ICTs			x	
CG7	Information management.			x	
CG8	Orientation to problem-solving.			x	
CG9	Decision-making orientation.		x		
CG11	Creativity and ability to generate new ideas.		x		
CG13	Ability to learn and research skills.			x	
CG16	Self-confidence and decision making.			x	
CG18	Ability to obtain, from the data, valuable information for decision making.			x	
CG19	Commitment, responsibility and ethical sense.		x		

SPECIFIC		**Weighting**			
		1	2	3	4
CE5	Understanding of existing and new technologies and their impact on new or future markets.		x		
CE7	Ability to manage a company or organization, understanding its competitive and institutional positioning and identifying its strengths and weaknesses.			x	
CE8	Managing a company through its planning and control, using concepts, methods and tools (e.g. strategy design and implementation, benchmarking, total quality management, ABC cost system).			x	
CE11	Design and implementation of information systems in the company.	x			
CE15	Ability to obtain, from the data, valuable information for decision making.	x			

| CE19 | Empathy and ability to understand others. | x | | |
| CE20 | Capacity for negotiation and problem-solving. | x | | |

Assessment system for the acquisition of competencies and grading system

In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
R3, R4	15,00%	Objective Tests
R1, R5, R6	25,00%	Conduct of Theory-Practice
R2	10,00%	Class attendance and participation
R2, R3, R4	50,00%	Final Exam

Observations

La asignatura se evaluará principalmente a través del trabajo práctico y actividades de clase. Asimismo existirá un examen final teórico-práctico.

Los alumnos que obtengan una calificación final de sobresaliente podrán optar a la matrícula de honor, valorándose en este caso el esfuerzo en actividades voluntarias y el interés por aprender mostrado en las clases, colaborando de esta forma al logro de los objetivos planteados por el grupo. Se atenderá asimismo al criterio general de la UCV, según el cual sólo podrá concederse una matrícula de honor por cada 20 alumnos (o fracción para grupos de menos de 20 alumnos). Los alumnos que se presenten en segunda o sucesivas convocatorias dispondrán de tutorías de seguimiento periódicas. En el apartado final de esta guía se puede encontrar información relativa a estas tutorías. Estas tutorías se dirigen a guiar al alumno en su aprendizaje y facilitar su avance y realización de ejercicios y trabajos prácticos. Existirá un examen final fijado en el calendario oficial para esta asignatura.

Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
R3, R4	5,00%	Attendance and participation in the activities of synchronous communication
R1, R3, R4	25,00%	Conduct of deliverables
R1, R2, R3, R4	15,00%	Regular evaluations through online questionnaires.

| R2, R3, R4 | 5,00% | Participation in discussion forums |
| R2, R3, R4 | 50,00% | Final on-site assessment. |

Observations

In order to measure the acquisition of the competencies of the subject through the Learning Results defined above, the Evaluation System set out below has been designed.

The Evaluation System is divided into two parts. On the one hand, a continuous evaluation is carried out throughout the semester. This evaluation is based on the work/case studies and exercises carried out during the semester. In addition, the active attendance of the student to class and the presentation of experiences or marketing news on the day that corresponds to the student are also evaluated. Second, the evaluation is completed with a written test, which can be translated into both test-type tests, as well as short-response tests or questions to be developed and in the presentation of a Loyalty Program through collaborative work.

Students who fail the continuous evaluation or are unable to deliver any of the activities evaluated throughout the semester, will perform, upon delivery of the proposed activities, a broader and more in-depth written test to assess the acquisition of practical knowledge of the subject.

It is important to note that it is essential to mediate between the examination and the ongoing evaluation to obtain a minimum of 5 out of 10 on the test.
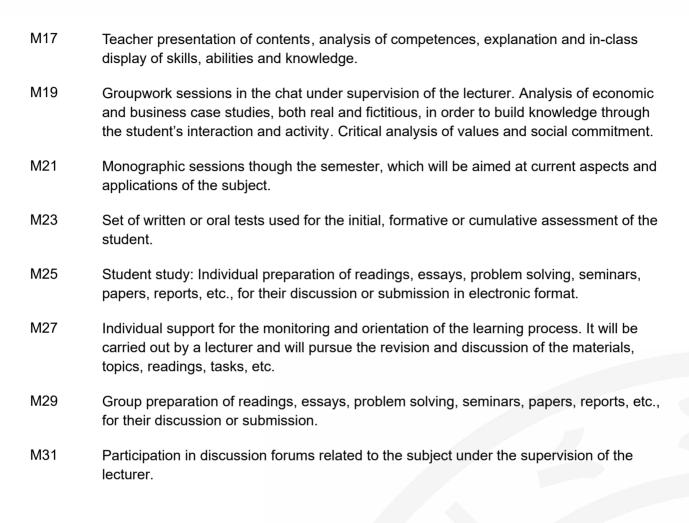
MENTION OF DISTINCTION:

According to Article 22 of the Regulations governing the Evaluation and Qualification of UCV Courses, the mention of "Distinction of Honor" may be awarded by the professor responsible for the course to students who have obtained, at least, the qualification of 9 over 10 ("Sobresaliente"). The number of "Distinction of Honor" mentions that may be awarded may not exceed five percent of the number of students included in the same official record, unless this number is lower than 20, in which case only one "Distinction of Honor" may be awarded.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

M1   Problem solving, commentaries, summaries to hand in periodically.

M3   Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.

M5   Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.

M7   Supervised monographic sessions with shared participation.

M9   Application of multidisciplinary knowledge.

M11   Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc.

M13   Set of oral and/or written tests used in initial, formative or additive assessment of the student.

M14   Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.

M16   Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.

M17   Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.

M19   Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.

M21   Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.

M23   Set of written or oral tests used for the initial, formative or cumulative assessment of the student.

M25   Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.

M27   Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.

M29   Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.

M31   Participation in discussion forums related to the subject under the supervision of the lecturer.

IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M3, M5, M13, M14, M16	R2, R3, R4, R5	35,50	1,42
Practical Class M3, M5, M9, M11	R1, R2, R3, R4, R5	7,25	0,29
Seminar M3, M7	R2, R3	3,25	0,13
Group Presentation of Papers M9, M11, M13	R5	5,00	0,20
Office Assistance M11	R2, R3, R4	5,25	0,21
Assessment M13	R2, R3, R5	3,75	0,15
TOTAL		**60,00**	**2,40**

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M5, M9, M14, M16	R2, R3, R4, R5, R6	31,25	1,25
Independent Work M9, M14	R2, R3, R4, R5	58,75	2,35
TOTAL		**90,00**	**3,60**

ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M1, M17, M21, M23, M25, M27	R2	16,00	0,64
Synchronous Vitual Practical Session M1, M23, M25, M27	R1, R2, R3, R4	16,00	0,64
Seminar and Synchronous Virtual Videoconference M27	R3, R4	6,25	0,25
On-site or Synchronous Virtual Assesment M1, M23	R2, R4	3,75	0,15
TOTAL		**42,00**	**1,68**

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Work M1, M23, M25, M27, M31	R2, R3, R4, R5	65,75	2,63
Tutorial Support Sessions M27	R2, R3	7,00	0,28
Group Work M1, M19, M23, M29, M31	R2, R3, R4, R5, R6	17,50	0,70
Continuous Assessment Tasks M1, M23, M29	R3, R4, R5	17,75	0,71
TOTAL		**108,00**	**4,32**

Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Theoretical foundations of Relationship Marketing	introduction to relationship marketing
Relationship Marketing Strategies. CRM key processes: Strategy development	Define key strategies for relational marketing
Creation and management of an information system	Customer Data base Management Benefits
Communication with clients. Systems to detect and recover dissatisfied customers	Special plans for customer recovery
Events and special programs	Key fo a succesful event
Loyalty programs- E loyalty	The best loyalty programs. Analysis of the keys to your success
CRM implementation: organizing for implementation	CRM examples

Temporary organization of learning:

Block of content	Number of sessions	Hours
Theoretical foundations of Relationship Marketing	4,00	8,00
Relationship Marketing Strategies. CRM key processes: Strategy development	6,00	12,00
Creation and management of an information system	4,00	8,00
Communication with clients. Systems to detect and recover dissatisfied customers	4,00	8,00
Events and special programs	4,00	8,00
Loyalty programs- E loyalty	4,00	8,00
CRM implementation: organizing for implementation	4,00	8,00

References

Payne, A., & Frow, P. (2013). Strategic customer management: Integrating relationship marketing and CRM. Cambridge University Press.

Chiesa de Neri, Cosimo, 2009. "CRM. Las cinco pirámides del marketing relacional. Como conseguir clientes que lleguen para quedarse". Ediciones Deusto).

Mari Smith 2012. El nuevo marketing Relacional: conseguir el exito de un negocio empleando las redes Sociales

Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

Situation 1: Teaching without limited capacity (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

Situation 2: Teaching with limited capacity (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☐ Microsoft Teams

☐ Kaltura

Situation 3: Confinement due to a new State of Alarm.

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☐ Microsoft Teams

☐ Kaltura

Explanation about the practical sessions:

2. System for Assessing the Acquisition of the competences and Assessment System

ONSITE WORK

Regarding the Assessment Tools:

X	The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

	The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System:

ONLINE WORK

Regarding the Assessment Tools:

☐   The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

[X]   The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System: