



HÖGSKOLAN I GÄVLE

Customer Relationship Management 7.5 cr

Customer Relationship Management 7,5 hp

Set by Faculty of Education and Business Studies

Version

Set at

Valid from

3/13/13

HT2013

Level	A1N
Education level	Second cycle
Course identifier	FEA210
Credits	7.5 cr
Main field of study	Business Administration
Subject group	Business Administration
Disciplinary domain	Social sciences 100.0 %

Learning outcomes

Upon successful completion of this course the student will

Know/Understand how to:

-describe from a historical perspective the paradigm shifts between a transaction-oriented approach and a relationship-oriented approach in the fields of marketing.

-explain the contribution of interaction and networking in creating and strengthening competitive advantages in the value chain.

-describe relationship-oriented marketing strategies in which actors are interdependent;

-explain how customer service can enhance a products' brand value.

-explain how interactive communication and information technologies can be used as an asset to develop and improve relationship between companies and their clients.

Skills and abilities: Upon successful completion of this course the student will be able to:

-Apply a cross-examination (triangulation) of profit and non-profit organization based on relationship-oriented theories.

-Explain relationships as strategic resources

-use different theoretical and conceptual models in order to create, develop and implement a relationship-oriented approach with focus on customers in different types of companies.

-present integrative studies in the fields of relationship-oriented marketing.

-identify and formulate the problems in relation with relationship-oriented marketing strategies adopted by a given company

Assessment and Evaluation approaches

- assess relationship-oriented marketing strategies from an ethical and societal perspective
-sustainably upgrade to the newest developments in the fields of relationship-oriented marketing strategies.

Course content	This course is dealing with issues such as questions below: How do we define relationships-oriented marketing strategies in current literature? What business profiles place the customer at the center of the system? What are the most important archetypes and their characteristics? How do we strategically use relationships in an organization? What differentiates a relation-oriented business structure to a traditional business organization? What is outsourcing and why do companies choose to outsource? What are the typical strengths and weaknesses of outsourcing? Why are qualitative/quantitative approaches appropriate to study the questions involved in this course.		
Teaching	Lectures, seminars, application works and tutorials.		
Prerequisites	Graduate student (180hp) with Business Administration Major		
Examination	Final exam, course assignments, in-class presentations and final presentation		
Grade	A, B, C, D, E, Fx, F		
Sustainable environment	A minor part of the course content deals with sustainable development.		
Module	0030 Sammanvägd examination	7.5 cr	Grade: AF