

Customer Experience and Customer Relationship Management (A94008)

ECTS credits: 6 (36 hours of lectures) – 18 hours of online classes – 18 hours of in-person classes

Period: 2nd semester 2026–2027: from 8 March to May 2027

In-person teaching week (at Saarbrücken University): 8–12 March 2027

Final Assessment: Group projects and final presentation

Course Programme

The programme has three main goals:

- Educate students not only on theory, but above all on practice in implementing Customer Relationship Management (CRM);
- Teach students how to frame a customer database and a software of CRM;
- Involve students in a real project of CRM, so that they can touch its real effectiveness.

Topics of the programme

A) Customer experience.

1. Birth of the experience economy.
2. From experience economy to customer experience management.
3. Measurement of customer experience.
4. The impact of customer experience management in business performance.

B) Design of a customer experience.

1. Experience providers.
2. The design of the customer journey and of the touchpoints.
3. Multi-channel and omnichannel customer behavior: how technology can help.

C) Customer Relationship Management.

1. From one-to-one marketing to CRM: the evolution of the approach.
2. CRM software: similarities and differences between different software.
3. How to frame a customer database for CRM

D) Customer database for CRM.

1. Not also customers, also stakeholders in a CRM system.
2. The elements that make a customer database work.

E) Marketing automation and marketing campaigns.

1. Marketing automation and sales automation: definitions and evolution.
2. The development of targeted campaigns to customer segments
3. Analytics to measure the effectiveness of marketing campaigns.

Learning and teachings methods and expected learning/training outcomes

The course adopts a mix of teaching methods, where each method and technique is applied to maximize students' engagement and learning. The classical lectures are useful to frame theories; they are followed by discussion of 1-2 articles on each topic and by a business case which goes from the beginning to the end of the course. Learning is further complemented by exercises that help the students to face real business problems.