

# CUSTOMER EXPERIENCE AND CUSTOMER RELATIONSHIP MANAGEMENT BLENDED INTENSIVE PROGRAMME

## Outline and schedule of the course

6 ECTS = 36 hours

18 hours in distance+ 18 hours in presence + company visits

Partner universities	Professors	
Hame University of Applied Science (HAMK), Hameenlinna (Finland)	Prof. Faisal Shahzad	<a href="mailto:faisal.shahzad@hamk.fi">faisal.shahzad@hamk.fi</a>
Université de Namur (Belgium)	Prof. Pietro Zidda	<a href="mailto:pietro.zidda@unamur.be">pietro.zidda@unamur.be</a>
HTW SAAR- Hochschule für Technik und Wirtschaft des Saarlandes-University of Applied Sciences (Germania)	Prof. Tatjana Koenig	<a href="mailto:tatjana.koenig@htwsaar.de">tatjana.koenig@htwsaar.de</a>
LIUC – Università Cattaneo	Prof. Chiara Mauri	<a href="mailto:cmauri@liuc.it">cmauri@liuc.it</a>

Timesheet

2nd semester 2023-24: beginning of March – May 10<sup>th</sup>, 2024

Days in presence at LIUC: May 6<sup>th</sup> - May 10<sup>th</sup>, 2024

Language of instruction: English

### Contents:

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.

### Syllabus of the programme:

Customer experience.

- Birth of the experience economy.
  - From experience economy to customer experience management.
  - Measurement of customer experience.
  - The impact of customer experience management in business performance.
- Design of a customer experience.
    - Experience providers.
    - The design of the customer journey and of the touchpoints.
    - Multi-channel and omnichannel customer behavior: how technology can help.
  - Customer Relationship Management.

- i. From one-to-one marketing to CRM: the evolution of the approach.
- ii. CRM software: similarities and differences between different software.
- iii. How to frame a customer database for CRM
- d. Customer database for CRM.
  - i. Not also customers, also stakeholders in a CRM system.
  - ii. The elements that make a customer database work.
- e. Marketing automation and marketing campaigns.
  - i. Marketing automation and sales automation: definitions and evolution.
  - ii. The development of targeted campaigns to customer segments
  - iii. 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.

**Virtual component**

The virtual learning is 18 hours on a total of 36 hours of class.

**Final exam:** group works and final presentation

Students will be organized in teams of 3-4 and will be involved in a business project. The project will be introduced in the DL part, and will be presented during the F2F part. The presentation is scheduled Saturday May 6<sup>th</sup> in the morning.