

# 61756 - Customer Relationship and Value Management

## Syllabus Information

**Academic Year:** 2020/21

**Subject:** 61756 - Customer Relationship and Value Management

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 555 - Master's in Management, Strategy and Marketing

**ECTS:** 3.0

**Year:** 1

**Semester:** Second semester

**Subject Type:** Optional

**Module:** ---

## 1.General information

### 1.1.Aims of the course

### 1.2.Context and importance of this course in the degree

### 1.3.Recommendations to take this course

## 2.Learning goals

### 2.1.Competences

### 2.2.Learning goals

### 2.3.Importance of learning goals

## 3.Assessment (1st and 2nd call)

### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

## 4.Methodology, learning tasks, syllabus and resources

### 4.1.Methodological overview

The learning process designed for this course is built around the active participation of the student and it combines different methodological approaches including 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.

### 4.2.Learning tasks

The course includes the following learning tasks:

- Lectures (20 hours): the introduction of the theoretical concepts together with real examples, which facilitates their comprehension and application.
- Autonomous work: this includes reading and understanding research papers, studying the theoretical and practical contents of the course, solving practical exercises, developing individual and/or in-group activities, and preparing the research proposal and the presentations of the research papers.
- Presentation and discussion of research papers and the research proposal.

**Note:** It is expected that classes will take place at the Faculty (offline). However, classes would take place

semi-on-site or online if it were necessary due to safety reasons.

### **4.3.Syllabus**

The course will address the following topics:

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

### **4.4.Course planning and calendar**

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

### **4.5.Bibliography and recommended resources**

[http://biblos.unizar.es/br/br\\_citas.php?codigo=61756&year=2020](http://biblos.unizar.es/br/br_citas.php?codigo=61756&year=2020)