

## 61756 - Customer Relationship and Value Management

### Syllabus Information

**Academic year:** 2023/24

**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

This subject aims to introduce students to customer relationship management in order to identify the most appropriate strategies to improve customer value and profitability, and thus gain competitive advantage and succeed in the markets. This implies addressing a new paradigm in business management, based on the study of Customer Lifetime Value. The subject will review research on customer relationship value management, identifying the most relevant lines of research and the new trends that are emerging.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs):

Goal 4: Quality Education

Goal 9: Industry, Innovation and Infrastructure.

### 2. Learning results

This subject provides the knowledge and tools that facilitate decision making on customer relationship management, enabling those who take it to identify the most relevant antecedents and to anticipate their consequences.

Upon completion of this subject, the student will be able to:

- Understand the importance of customer relationships as the main intangible asset of business organizations.
- Analyse the capacity of the *Customer Relationship Management* process as a source of competitive advantage.
- Understand the concept of *Customer Lifetime Value (CLV)* and describe its calculation and measurement process.
- Identify the components of customer value
- Know and identify the background of customer value
- Design business strategies that enhance customer value creation as a means to maximize profitability and gain competitive advantage.

On a more general level, the learning results obtained in the subject can benefit students' future careers as they learn to design marketing strategies that help maximize their results and gain competitive advantage.

### 3. Syllabus

1. Customer and Relationship Management: New Paradigm in Business Management
2. Customer Value (CLV): Concept and Measurement
3. Components of customer value
4. Customer value background
5. Strategic relationship management: How to manage relationships to maximize profitability.

### 4. Academic activities

The learning process designed for this subject is based on the combination of different pedagogical methods and instruments such as participative lectures (with discussions on the most relevant theoretical and practical developments and concepts), problem solving and case studies, as well as research, discussion and reflection on scientific readings and articles. Specifically:

- Participative master classes (20h)
- Autonomous student work: reading and understanding scientific articles, solving problems and case studies, preparing presentations and research papers (45h).
- Discussion and presentation of readings and presentation and defence of papers (10h)

The teaching methodology is based on the active participation of the student and on the presentation, reading, study, exposition, discussion and summary of the most relevant theoretical and applied literature in the field of relationship management and customer value.

## 5. Assessment system

Continuous assessment: (A1 + A2 + A3)  $\geq$ 5 points

**A1.**Active participation in the discussions generated after the exposition of readings throughout the term. Critical and constructive questions and answers will be appreciated. Grade: up to 1 point (minimum 0.5 points)

**A2.**Individual summary and oral presentation of a research article on a topic of the subject. Critical analysis, terminology and communication skills will be valued. Grade: up to 3 points.

**A3.**Individual/in pairs work and oral defence of a research paper on a topic of the subject. Coherence, relevance, interest and justification; preparation along with depth, terminology and sources of information, communication skills and expository clarity will be assessed. Grade: up to 6 points (minimum 3 points)

Global assessment: up to 10 points (minimum 5 points)

Written test on theoretical and practical contents. It consists of short questions, practical exercises, critical analysis of research articles and/or problems. Answers will be assessed based on their adequacy to the contents; accuracy and clarity of exposition; terminology; written expression and presentation; accuracy in the solving of exercises and problems, and critical reasoning of the process to reach the solution. Grade: up to 10 points.