

The programme has three main goals:

- Educate students not only in theory but above all in the practice of implementing Customer Relationship Management (CRM).
- Teach students how to structure a customer database and CRM software.
- Involve students in a real CRM project, allowing them to experience its real effectiveness.

Programme topics:

A) Customer experience.

1. The birth of the experience economy.
2. From experience economy to customer experience management.
3. Measuring customer experience.
4. The impact of customer experience management on business performance.

B) Designing a customer experience.

1. Experience providers.
2. Designing the customer journey and touchpoints.
3. Multi-channel and omnichannel customer behaviour: 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 various software.
3. How to structure a customer database for CRM.

D) Customer database for CRM.

1. Not only customers, but 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. Developing targeted campaigns for customer segments.
3. Analytics to measure the effectiveness of marketing campaigns.

Teaching and Learning Methods and Expected Outcomes

The course adopts a mix of teaching methods, where each method and technique is applied to maximise student engagement and learning. Traditional lectures are useful for framing theories; they are followed by the discussion of 1-2 articles on each topic and a business case that spans the entire course. Learning is further enhanced by exercises that help students tackle real business problems.