UCLouvain

llsms2022

2023

Customer Relationship Management(CRM)

5.00 crédits	30.0 h	Q2

Enseignants	Hazée Simon ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
Bibliographie	*Recommended readings* **Textbooks and ebooks:** • "*Customer Relationship Management: Concept, Strategy and Tools*", V. Kumar and W. Reinartz, , Springer • "*Statistical Methods in Customer Relationship Management*", V. Kumar and J. Andrew Petersen, Wiley & Sons • "*Profitable Customer Engagement: Concept, Metrics and Strategies*", V. Kumar, Sage Publication **Scientific articles (see Moodle for an exhaustive list):** • Shah et al. (2006), "The Path to Customer Centricity", *Journal of Service Research*, 9(2), 113-124. • Kumar et al. (2010), "Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value", *Journal of Service Research*, 13(3), 297-310. • de Vries et al. (2017), "Effects of Traditional Advertising and Social Messages on Brand-Building Metrics and Customer Acquisition", *Journal of Marketing*, 81, 1-15 • Kumar et al. (2015), "Regaining "Lost" Customers: The Predictive Power of First-Lifetime Behavior, the Reason for Defection, and the Nature of the Win-Back Offer", *Journal of Marketing*, 79, 34-55. • Datta et al. (2015), "The Challenge of Retaining Customers Acquired with Free Trials", *Journal of Marketing Research*, 52, 217-234. • Dorotic et al. (2012), "Loyalty Programs: Current Knowledge and Research Directions", *International Journal of Management Reviews*, 14, 217–237
Autres infos	*Ce cours est enseigné en anglais. Merci de consulter la version anglaise du descriptif.*
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)

Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GEST2M	5		