


| | | |
|--------------|--------|----|
| 5.00 crédits | 30.0 h | Q2 |
|--------------|--------|----|

| | |
|------------------------------|---|
| Enseignants | Hazée Simon ; |
| Langue d'enseignement | Anglais |
| Lieu du cours | Louvain-la-Neuve |
| Acquis d'apprentissage | |
| Bibliographie | <p><i>Recommended readings</i></p> <p>Textbooks and ebooks:</p> <ul style="list-style-type: none"> • "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 <p>Scientific articles (see Moodle for an exhaustive list):</p> <ul style="list-style-type: none"> • Shah et al. (2006), "The Path to Customer Centricity", <i>Journal of Service Research</i>, 9(2), 113-124. • Kumar et al. (2010), "Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value", <i>Journal of Service Research</i>, 13(3), 297-310. • de Vries et al. (2017), "Effects of Traditional Advertising and Social Messages on Brand-Building Metrics and Customer Acquisition", <i>Journal of Marketing</i>, 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", <i>Journal of Marketing</i>, 79, 34-55. • Datta et al. (2015), "The Challenge of Retaining Customers Acquired with Free Trials", <i>Journal of Marketing Research</i>, 52, 217-234. • Dorotic et al. (2012), "Loyalty Programs: Current Knowledge and Research Directions", <i>International Journal of Management Reviews</i>, 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 | |  |