


5 credits	30.0 h	Q2
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Teacher(s)	Kervyn de Meerendré Nicolas ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	Relational marketing is taking more importance relative to transactional marketing. Companies try to tie up narrow contacts and to create long-lasting relations with their customers given the potential beneficial effect of these long-lasting relations on the profits of companies. Understanding the driver of consumer satisfaction and brand loyalty are at the heart of relational marketing. This relational approach is particularly relevant (but no limited) to services marketing and business to business marketing. This course will present the theories and models of customer relationship management and apply them through case studies.
Aims	<p>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</p> <p>2.1 Master the core knowledge of each area of management.</p> <p>2.4 Activate and apply the acquired knowledge accordingly to solve a problem.</p> <p>3.1 Conduct a clear, structured, analytical reasoning by applying, and eventually adapting, scientifically based conceptual frameworks and models, to define and analyze a problem.</p> <p>8.1 Express a clear and structured message, both orally and in writing in their mother tongue, in English and ideally, in a third language, adapted to the audience and using context specific communication standards.</p> <p>1 Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the value of Customer Relationship Marketing (CRM) and use the different models of relational marketing • Identify and understand the different types of Consumer-brand relations and how to strengthen relations with valued customers • Understand and apply a relational approach in a Business to Business marketing context, • Understand how to set up a CRM program • Understand how to spread a relational marketing culture in the organization • Estimate a customer's lifetime value • Understand and apply a relational approach in a Service marketing context <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>Continuous evaluation</p> <ul style="list-style-type: none"> • Date: No • Type of evaluation: No • Comments: No <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: No • Written: No • Unavailability or comments: No <p>Examination session</p> <ul style="list-style-type: none"> • Oral: No • Written: Yes (3 hours) • Unavailability or comments: Discussion and active participation will be very important in this course. Students' acquisition of knowledge will be assessed using an individual written exam. Finally, students will be asked to find, summarize and apply concepts relevant to Relational Marketing as presented in international peer reviewed academic journals.
Teaching methods	The format is based on active learning and includes lectures, case studies, videos, incidents and class discussion, qualified speakers and individual assignment that will consist of reading, summarizing and applying results presented in an international peer reviewed academic journal.

Content	<ol style="list-style-type: none"> 1. <u>The relational marketing approach</u>: The traditional concepts of strategic and operational marketing will be revisited with a relational marketing approach. The growing influence of big data in this approach will be highlighted. 2. <u>Consumer-Brand Relations</u>: How can models of interpersonal relationships be applied to consumer brand relationships? The students will learn how to identify and leverage these different kinds of relations. 3. <u>Relational approach to business to business marketing</u>: Business to business marketing is largely based on long term relations. Models will be presented in order to learn how to develop and implement customer-centric strategies and maximize their strategic value. 4. <u>Relational approach to service marketing</u>: In the service marketing, the quality of the service is intrinsically related to the quality of the relation established with the customer. Models of service satisfaction and ways to maximize that satisfaction will be reviewed
Bibliography	<p>The exact list of references will be quoted or provided via Moodle. Examples of references include :</p> <ul style="list-style-type: none"> - Peelen, E & Beltman R. (2014) Customer Relationship Management, Pearson - Richardson N., James J., Kelley N. (2015) Customer-Centric Marketing: Supporting Sustainability in the Digital Age, Kogan page <p>Fournier S., Breazeale M. & Avery J. (2015) Strong Brands, Strong Relationships, Routledge</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] in Management	GEST2M	5		