

OIBUSY09 - Strategic Customer Management: An Introduction

Professor: Pierre Volle

Contact information:

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Department: International affairs

Semester: 2

Course level: L3 undergraduate

Domain: Management

Teaching language: English

Number of in-class hours: 36

Number of course sessions: 11 + Exam

ECTS: 6

Course description and objectives

According to Payne and Frow (2013), “relationship marketing and customer relationship management (CRM) can be jointly utilized to provide a clear roadmap to excellence in customer management”. Based on this conviction, the Strategic Customer Management course shows how a holistic approach to managing relationships with customers and other key stakeholders leads to increased shareholder value. Taking a practical, step-by-step approach, the students will learn the principles of relationship marketing, apply them to the development of a CRM strategy and discuss key implementation issues.

Courses Objectives:

The objective of this course is to equip the students with a sound foundation of strategic customer management concepts and best practices to implement SCM successfully for long-term profitability.

Prerequisites

Basic notions of marketing (segmentation and targeting, positioning...).

Learning outcomes

Students will be able to develop a consistent and relevant customer strategy, to elaborate value propositions, to understand the principles of customer lifetime value maximization, to identify the main challenges companies face to integrate channels / touchpoints and deliver great customer experiences, to apprehend how companies choose an information system and the right technologies for managing customers, to assess the performance of customer-centric initiatives (both CRM and CEM), and to assist companies in implementing a customer strategy.

Assignments and grading

- Class participation: 50% (case studies)
- Final exam: 50%

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session		Topic
1	23/01	Market-driven organizations and customer-centricity
2		Strategic customer management (SCM)
3	30/01	Relationship marketing principles
3		Customer Relationship Management (CRM)
4	06/02	Customer strategy development
5		Value co-creation from the company side (Maximizing lifetime value)
6	13/02	Value co-creation from the customer side
7		Multi-channel integration
8	27/02	Customer Experience Management (CEM)
9	19/03	Information systems and technologies for customer management
10	26/03	Performance assessment of CRM / CEM initiatives
11		Organizing for CRM / CEM implementation
12	02/04	Final Exam

Bibliography

- Payne A. and Frow P. (2013), Strategic Customer Management: Integrating Relationship Marketing and CRM, Cambridge University Press, 547 pages.
- Publications, white papers and case studies from Destination CRM, Salesforce, IBM, SAS, Cap Gemini Consulting, Accenture, Deloitte, BCG and McKinsey.

MyCourse

This course is on MyCourse: **Yes**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Academic calendar

Dates (Monday/Sunday)		International Affairs courses
06/01/20	12/01/20	Welcome Week + French seminar
13/01/20	19/01/20	1
20/01/20	26/01/20	2
27/01/20	02/02/20	3
03/02/20	09/02/20	4
10/02/20	16/02/20	5
17/02/20	23/02/20	Holidays
24/02/20	01/03/20	6
02/03/20	08/03/20	7
09/03/20	15/03/20	8
16/03/20	22/03/20	9
23/03/20	29/03/20	10
30/03/20	05/04/20	11
06/04/20	12/04/20	Holidays
13/04/20	19/04/20	Exams
20/04/20	26/04/20	
27/04/20	03/05/20	
4/05/20	10/05/20	