האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM

The Hebrew University of Jerusalem

Syllabus

Customer Relationship Management Analytics - 55727

Last update 10-03-2019

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr Yaniv Dover

Coordinator Email: yaniv.dover@huji.ac.il

Coordinator Office Hours: upon appointment

Teaching Staff:

Dr. YANIV DOVER

<u>Course/Module description:</u>

As the concept of CRM becomes common parlance for every marketing executive, it is useful to take a step back to better understand the various different behaviors that underlie the development of successful CRM systems. These "behaviors" include customer-level decisions, firm actions, and the delicate but complex interplay between the two. Accordingly this course is comprised of four main modules. We start with the discussion of customer profitability – focusing on the concepts of "customer lifetime value" and "customer equity." We will examine how to measure long-run customer profitability in both business-to-consumer and business-to-business environments, and the uses of these measures as major components assessing overall firm valuation. Second, we move to the value that the firm provides to its customers – better understanding the true nature of customer satisfaction and its non-trivial relationship with firm profitability. Third, we examine each of the three main components of the firm's management of its customer base: customer acquisition, development, and retention – and the complex resource allocation task that must be balanced across them. Finally, we conclude with a discussion of various tactical and organizational aspects of customer relationship management.

In our journey, we will use a variety of teaching methods and examples from many different industries to learn how firms use CRM thinking and tools to build lasting competitive advantage.

<u>Course/Module aims:</u>

The course will review methods and practives for managing relationships with customers.

<u>Learning outcomes - On successful completion of this module, students should be able to:</u>

In summary, this course is intended to give students:

•Familiarity with the notion of CRM and its various sub-components.

•An appreciation of how CRM should fit in with other ongoing firm activities in order to maximize its impact on the organization.

•State-of-the-art methods for calculating customer lifetime value and customer equity.

•An understanding of ways that firms can create and enhance these sources of value to the customer.

•Tools to help them best allocate their firms' efforts (and dollars) across the critical activities of customer acquisition, development, and retention.

•Ways to anticipate and avoid common mistakes made by firms as they attempt to

create and implement CRM systems.

Attendance requirements(%):
0

Teaching arrangement and method of instruction: Lectures, class discussions, assignments and case studies.

Course/Module Content:
**What is CRM, living in a customer centric world*
**Customer lifetime value and customer equity*
** Contractual and non contractual settings*
**Managing customers by value*
**Satisfaction and oyalty*
**Switching costs*
**Customer acquisition, development and retention*
**CRM systems*

Required Reading:
Reading material will be given throughout the semester.

Additional Reading Material:
Will be provided in class.

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 70 %
Assignments 30 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information: