



The Hebrew University of Jerusalem

Syllabus

Customer Relationship Management Analytics - 55727

Last update 03-08-2020

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

Course/Module description:

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.

Course/Module aims:

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

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

- 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 loyalty
- *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: