

## SYLLABI

Basic data of the subject			
Academic unit	Faculty of Management		
Subject	Customer relationship management		
Level	Bachelor		
Course status	Obligatory		
Year of studies	III		
Semester	V		
Number of hours per week	3		
Value of credits - ECTS	5		
Time/ Location	USHAF		
Course lecturer	Prof. Ass. Dr. Arta Jashari		
Contact details	Arta.Jashari@ushaf.net		
Course description			
	<p>This subject aims to emphasize the importance of customer relations as a necessity for the success of companies and organizations operating in different markets, this is elaborated through the topics, Customer Relationship Management, Customer Value, Company Value, Satisfaction-Loyalty Chain- profit, Expanding the concept of customer value, Changes defined by the Customer, Customer management benefit, Loyalty programs, Stakeholder management, Social media in Customer Relationship Management, Benefits of Customer Relationship Management, Planning for success.</p>		
Course objectives			
	<p>The objectives of the course include providing knowledge about the basics of customer relations which include: a) customer behavior, relationship marketing, customer satisfaction, loyalty, etc. The course aims to provide students with knowledge about the impact that customer relationship concepts have on sales success.</p>		
Expected learning outcomes			
	<p>At the end of the course students will be able to:</p> <ul style="list-style-type: none"> <li>• Gain knowledge about key theories and practices in the field of customer relationship management.</li> <li>• Understand the importance of Customer Relationship Management in a company, as well as the impact on business success.</li> <li>• Be trained with practical skills for the customer relationship management process,</li> <li>• Identify the role played by coordination of different departments within the company.</li> <li>• Creates basic skills to manage customer relationships in the enterprise,</li> <li>• Builds a relationship with the client for the benefit of the enterprise,</li> <li>• Competent to be part of the company in the company, to build sound relationships with the client,</li> </ul>		
Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hours	Days/Weeks	Total

<b>Lectures</b>	2	15	30
<b>Theoretical exercises / laboratory</b>	1	15	15
<b>Internship</b>	5	1	5
<b>Contacts with teacher / consultations</b>			
<b>Field exercises</b>			
<b>Midterm, seminars and projects.</b>	2	2	4
<b>Homework</b>	2	5	10
<b>Studying (at the library or at home)</b>			40
<b>Final preparation for the exam</b>	2	5	10
<b>Time spent on evaluation (tests, quiz and final exam)</b>	3	2	6
<b>Projects and presentations</b>	1	5	5
<b>Total</b>			<b>125</b>
<b>Teaching methodology</b>	Teaching will take place through lectures, practical assignments, individual and group interpretations, seminar work. In theoretical terms, general scientific knowledge based on contemporary literature will be provided. The practical part will be realized mainly through concrete examples from the literature and from the practical knowledge of private and public manufacturing enterprises and non-profit organizations.		
<b>Assessment methods</b>	Assessment method (Criteria): 10 points - engagement in lectures and attendance, 10 points - seminar paper (research), research project, 80 points - from two written tests or from the final exam, The student passes the exam if he / she accumulates 50 points from all the evaluation criteria, During the semester, two written tests are organized with 40 points each, or the student has the right to take only the final exam which has 80 points (written / oral test), the test contains open, closed and alternative questions,		
<b>Teaching tools</b>	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.		
<b>Theory vs. practice ratio</b>	70% Theory 30% Practice work with case studies Seminar paper, case studies, essays, or research project		
<b>Literature</b>			
<b>Basic literature</b>	1. Kumar, V dhe Reinartz, W (2018) Customer Relationship Management (3d Edition), Springer, 2. Buttle, F. dhe Maklan, S. (2015) Customer Relationship Management (3d Edition), Routledge.		
<b>Additional literature</b>	1. Roger J. Baran , Robert Galka, Daniel P. Strunk , “Principles of Customer Relationship Management”, South-western College Pub, 2007		
<b>Designed learning plan</b>			
<b>Week</b>	<b>Lecture</b>		

<b>Week one</b>	Introduction to concepts and introduction to customer relationship management. Presentation of the literature and basic resources of the course, introduction of the syllabus and the way of assessment and the tasks where the students will be engaged
<b>Week two</b>	Automated Marketing Systems and CRM / Customer Relationship Management.
<b>Week three</b>	Customer Value / Company Value / Satisfaction-Loyalty-Profit Chain / Expanding the concept of customer value.
<b>Week four</b>	Traditional / Transactional Marketing (TM) vs. relationship marketing (RM) / Concepts, similarities and differences / Organizational forms of RM.
<b>Week five</b>	Strategic CRM, development and its Elements / Customer-defined changes / Customer management benefit / Loyalty programs.
<b>Week six</b>	Strategic CRM- Part 2, Processes, Implementation, Evaluation Criteria, Characteristics / Value Proposal, Client Strategy, Stakeholder Management.
<b>Week seven</b>	CRM campaign management, Target customer identification phase, strategy development, communication, media channels, budget,
<b>Week eight</b>	Assessment of knowledge-The first test,
<b>Week nine</b>	CRM in marketing channels, CRM strategies in channels, Types of marketing channels in CRM.
<b>Week ten</b>	Customer Service, Elements, Service Automation / Customer Requirements to the organization, Factors for successful CRM implementation.
<b>Week eleven</b>	CRM in function of customer obedience, Applied models, Application of obedience and its tactics / Principles of consumer psychology.
<b>Week twelve</b>	Social Media in Customer Relationship Management-CRM, Application and Impact.
<b>Week thirteen</b>	Benefits of Customer Relationship Management / Success Planning.
<b>Week fourteen</b>	Benefits of Customer Relationship Management / Implementation, The Future of Customer Relationship Management
<b>Week fifteen</b>	Assessment of knowledge - The second test,
<b>Academic policies and rules of conduct</b>	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	