

COURSE SYLLABUS

COURSE TITLE:	Advanced Customer Relationship Management	COURSE CODE:	MKTG 385
PREREQUISITES:	MKTG210	SEMESTER:	SPRING 2017
INSTRUCTOR:	Catherine Berasategui	CREDITS:	3
EMAIL:	cathyberasategui@gmail.com	SCHEDULE:	Friday 15.30-18.30

COURSE DESCRIPTION:

The 12 sessions will be based on Inverted Courses Model with active, problem based and collaborative learning. To increase the student's ability of self direction, materials such as videos, articles, web pages, selected chapters from reference books will be accessible a week before the course. Two 30mn assessments based on the previous courses notions and the last digital contents delivered will take place in the beginning of sessions number 3 and 7. The 3 hours course will be divided in several phases, depending on the subject, with two 15mn breaks, one per hour.

Each session will include a phase of 30mn questions linked to the documents they will have been asked to read or the work they will have been asked to do before the session (all students will have to send their key points learnt or the power point to the teacher before the session), case studies in small groups, individual and groups role plays, delivery of acquisitions via a Power point presentation which will be given to the students at the end of the course.

COURSE OBJECTIVES:

To give students a perfect understanding of:

- What is CRM (in Luxury and beyond) : concepts and benefits
- Why is this relationship with client so crucial
- Why is it totally integrated in all marketing strategies now
- How to manage a relationship
- What are the tools used by the sales and marketing teams
- What are the specificities of this unique environment in terms of sales and communication

This course is very clientele and management oriented (not at all software) with a very practical approach: the objective is that students can see real CRM tools used on everyday basis in retail and are familiar with them when they integrate a brand.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- 1) Explain the key concepts and components of a CRM service process
- 2) Implement a CRM policy to recruit and fidelize clients
- 3) Describe consumer behavior (perceptions/expectations) with a multicultural approach
- 4) Manage front office teams in terms of client relationship to deliver service excellence (with a special focus on luxury but not only) and measure the level of service

MANDATORY TEXTBOOKS:

Customer Relationship Management by Francis Buttle (3rd edition Feb 2015).
ISBN-13: 978 1138789838

The Luxury Strategy by Jean Noel Kapferer Second edition Sept 2012.
ISBN-13: 9780749464912

Luxury Brand Management: by Michel Chevalier, Gerard Mazzalovo
ISBN 13-: 978-1118171769

Kapferer on Luxury by Jean Noel Kapferer (edition March 2015)
ISBN13: 978 0749474362



EVALUATIONS:

The final grade will be determined as follows

- 20% - Class Participation and Engagement
- 40% - 3 quizzes
- 20% - individual homework sent to the teacher before each course
- 20% - group work

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
3 rd February	Read articles + two chapters from the book "Customer relationship Management". Be prepared to present key points. Send key points by email.	The concept and benefits of CRM: <ul style="list-style-type: none"> Defining CRM (Strategic & Operational) Understanding Relationship Customers Loyalty How and Why a CRM can be used throughout the customer life cycle stages (acquisition, retention, development) Example: Welcome program from DIOR
10 th February	Watch videos on You Tube and read articles. Prepare key points	P of People = the most important P of the 5 Ps <ul style="list-style-type: none"> Client satisfaction's problematic From an expectation to a satisfaction Retail/Hospitalityall about EXPERIENCE Client's journey: from PERCEPTION....to EMOTION Examples of leading companies in terms of service policy (Ritz Carlton/Harrods/Dior/Cartier/Disney/Hyatt)
24 th February	Store visits in groups, prepare the session with a questionnaire + Prepare for quiz	30mn quiz from the first 2 sessions CRM in practice: DIOR Business Case <ul style="list-style-type: none"> Real CRM tools used in boutique Screenshots from CRM software applications Clients development dashboard
3 rd March	Read articles and chapters. Prepare the key points	How to measure a CRM: <ul style="list-style-type: none"> Servqal TQM How to improve a customer relationship by improving the quality of service <ul style="list-style-type: none"> 2 components (people & process) 2 dimensions (responsiveness & consistency)
10 th March	Researc about Mystery shopping companies. Be prepared to describe in class.	Mystery Shopping: <ul style="list-style-type: none"> Training evaluation Customer experience program Survey examples Dior Boutique Store managers report
17 th March	Prepare an HR interview with 10 questions by group and do a mock interview during class	Audit, recruit and manage people in contact with clients : <ul style="list-style-type: none"> Natural skills required Competences required

31 st March	Read articles and chapters. Prepare the key points	30 mn quiz about the last 4 sessions Impact of social network and digital development on CRM
14 th April	To define	6 Anti laws of Marketing for CRM in Luxury: <ul style="list-style-type: none"> • Protect clients from non clients • Communicate to those who you are not targeting • Forget about “positioning “ luxury is not comparative • Keep non enthusiasts out • Dominate the client • Do not pander to your customers wishes • Cultivate closeness to the arts for initiates • You don’t advertise you communicate with your clients
21 st April	To define	“Art du savoir être” in client relation for Luxury brands: <ul style="list-style-type: none"> • The end of prejudices • A new style of purchasing
28 th April	By group, prepare un CRM individual plan for 3 types of clients : new ones, occasional ones , top sellers to present in class	Communicating with clients: <ul style="list-style-type: none"> • Building the social driver of desire • Permanently encourage word of mouth • Role of Brand ambassadors and Queen Bee • Events
5 th May	By group, prepare a training plan to improve the quality of service and collecting data, and present to class	How to train a team to improve in CRM: data collection, personal information to collect/ information to use
12 th May		CRM in practice: Burberry Business case <ul style="list-style-type: none"> • Real CRM tools used in boutique • Screenshots from CRM software applications • Clients development dashboard