

1	1.1 Module name (German / English) Customer Relationship Management & Online Marketing	1.2 Short name (optional) CRM	1.3 Module-Code (HIS-POS)
2	2.1 Frequency of Offer: Offer in <input type="checkbox"/> each SoSe, <input checked="" type="checkbox"/> each WiSe,	2.2 Duration: <input checked="" type="checkbox"/> 1 Semester <input type="checkbox"/> 2 Semester	
3	3.1 Offer for the following study programmes	3.2 Mandatory, Elective	3.3 Recommended semester
	Master International Marketing and Sales	Man	1/2

4 Workload				Workload total	
	Lectures/ Form	Contact time	hours per semester per form of instruction/state d form	Workload	Credits
contact time (e.g. lecture, exercise, internship, seminar lessons, project/ group work, case study, business game, credited tutorial) (further lines possible)	Seminar lessons	4	60	180	6
	Amounts	Amounts contact time	Amounts contact time in hours		
	self-study (e.g. tutorial, preparation / follow-up, Exam preparation, preparation of homework, Search)	Self-study			
	Amounts		Amounts self-study in hour		

5 Learning outcomes/ Competencies

General Method Expertise

- Alumni have the ability to apply the acquired subject-specific knowledge to practical problems.
- Alumni are able to reflect critically for which problem and under which conditions which models and systems can be used.
- Alumni can present their results target group oriented.
- Alumni are able to write an academic assignment on modern topics of online marketing.

a) Professional Expertise Customer Relationship Management:

Alumni can

- a. discuss **conceptual foundation** of CRM and its classification within marketing & sales
- b. discuss **functions, features, architecture and components of CRM systems**
- c. critically reflect on **CRM strategies, customer experience management** and their implementation
- d. discuss metrics of **customer analysis**
- e. discuss **campaign management**
- f. discuss **multichannel management**
- g. critically reflect on **loyalty management**
- h. critically reflect on **CRM-support of business processes** in sales, marketing & service (lead, opportunity, complaint, ...)
- i. discuss the **future of CRM**

b) Professional Expertise Online Marketing:

- a. Alumni can in "Marketing" and "Sales" discuss and apply processes and application systems in electronic sales from a vendor perspective.
- b. Alumni are in "Marketing" able to design and evaluate online marketing forms and platforms in what way new technologies and with it connected electronic marketing approaches change or remove traditional marketing approaches.
- c. Alumni can in "Marketing" evaluate commercial and technical operational scenarios of services and technologies of electronic medias and Internet based communication.
- d. Alumni are in "Marketing" able to predict and evaluate medium-term and long-term developments in E-business.
- e. Alumni can independently work out and evaluate structurally the chances and innovations in national and international online-marketing, the methods, the performance measuring and the possibilities of influence in comparison to other forms of marketing.

Alumni are able to analyze critically, choose case-specifically adequate and apply market research tools that are used via the Internet.

Contents**a) Customer Relationship Management**

The offered lecture "Customer Relationship Management (CRM)" is a practical relevant course program that addresses the support of marketing, sales and service processes in enterprises with integrated CRM-systems. An integrated view of the CRM is conveyed starting from business processes and functions over application modules and architecture up to the application.

- Basics of CRM (Satisfaction-loyalty-profit chain and relationship marketing)
- CRM strategy
- CRM implementation
- Analytical CRM
 - Popular key performance indicators (Retention rate, Share of wallet, share of category requirement, P(active))
 - RFM-method
 - Customer lifetime value, Customer engagement value
- Operational CRM
 - Campaign management
 - Multichannel management
 - Loyalty management
 - Functions and –processes in B2B Sales
 - Complaint management and churn management

b) Online Marketing

With rapidly rising sales, the digital world is now the driving force in the company's communications. The Join-in-web 2.0 with blogs, webinars, Twitter & Co. - offers many approaches to address ones own audience increasingly direct and individual. How can online tools be usefully integrated into the marketing strategy? Which online marketing tools are available? What fits what companies and products? How to develop online marketing projects and implement them successfully into practice?

The offered lecture "Online Marketing" addresses electronic business services in the Internet (E-Services) and their information technological implementation (E-Application). The Sales and Marketing on the Internet (E-Retailing and E-Marketing) open new global distribution channels and are a positive contribution to company value. Also have new Web-based media and communications channels (E-Media and E-Communications) and new Web services (Web 2.0 and Emerging E-Services) impact on the private free-time activities as well as on the business increase in value and enable new business models.

E-Business & E-Services

- Basis of distribution of services and physical goods via Internet
- E-Services and E-Applications (today and emerging)
- Examples and business models

Online-marketing

- Online-Marketing in the Marketing-Mix – market figures, target groups, types of use, trends
- Studies on the development and results of the Media Effects Research
- The right marketing strategy: What online tools to reach the target groups?
- What makes a successful company website? - What role does design, usability, technology, structure, content, topicality and extent?



- Tools of online marketing
 - Search Engine Marketing: Landing page optimization for search engines
 - Banner Advertising: formats, range, criteria for success
 - Affiliate Marketing: to advertise and to let advertise - e-mail marketing and newsletters: Accuracy and attention despite the flood of spam?
 - Web 2.0 with blogs, podcasts, wikis, Twitter: Image and customer loyalty through interaction
 - Social Media Marketing on the Social Web: Who should participate, what's important?
- Analysis tools: web traffic analysis: user numbers, surfing behavior and conversion rates - controlling figures and figures systems
- Campaign planning and execution - design, budget, time requirements and project management - working with web agency, broker, content providers, marketers etc.
- Integrated Marketing Concepts: Basics and Case Studies

6 Participation Requirement
none

7 7.1 Requirements for the award of credit points
Passed module exam as well as successful partial performance

7.2 Examination Form
(e.g. exam, oral examination, essay/paper, presentation, portfolio; length of examination in minutes)

50% Exam (CRM), 50% Presentation & written assignment (Online Marketing)

7.3 Requirements for admission to the examination

7.4 Importance of the mark for total mark

5% (6 CP of 120 CP)

Die Prüfungsordnungen der Studiengänge finden Sie in den Amtlichen Bekanntmachungen der FH Münster unter dem folgenden Link
https://www.fh-muenster.de/hochschule/aktuelles/amtliche_bekanntmachungen/index.php?p=2,7.

8 8.1 Lecture Language
 German English Another, namely:

8.2 Module Supervisor:

Prof. Dr. Bert Kiel

8.3 Lecturer

Prof. Dr. Bert Kiel
Dipl. Betriebsw. Daniel Hagemeyer

8.4 Maximum number of participants

8.5 Supplementary information (optional)

The module can be either in English or German. The lecture is currently in English.

Recommended reading:

- Kumar / Reinartz, "Customer relationship management", 2019
- Payne / Frow, "Strategic customer management", 2013
- Winkelmann, "Vertriebskonzeption und Vertriebssteuerung – Die Instrumente des integrierten Kundenmanagements - CRM", 2012
- Watkinson, Matt, "The ten principles behind great customer experience", 2013
- Klaus, Philipp, "Measuring customer experience", 2015
- Helmke, Uebel, Dangelmeier, "Effektives Customer Relationship Management", 2013
- Hippner, Hajo und Wilde, Klaus: Grundlagen des CRM, Wiesbaden 2004
- Baran, Roger et. al.: Principles of Customer Relationship Management, 2007
- CUSTOMER ENGAGEMENT MARKETING by Robert W. Palmatier, V. Kumar, and Colleen M. Harmeling 2018
- V. KUMAR and ANITA PANSARI: Competitive Advantage Through Engagement 2016
- Customer engagement: the construct, antecedents, and consequences, Anita Pansari & V. Kumar, 2017
- Managing Customer Experience and Relationships: By Don Peppers and Martha Rogers, 2017

