

Module Description Customer Relationship Management & Online Marketing
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Identifier	Category	Details / Content
General Information		
1.1	Module name	Customer Relationship Management & Online Marketing
1.2	Contained courses	a) Customer Relationship Management (CRM) b) Online Marketing
1.3	Module code	MSB.2.0027.0.V.1 (CRM) MSB.2.0027.0.V.2 (Online Marketing)
Timing		
2.1	Frequency of offer	Summer semester
2.2	Attend in which semester	in 1st. semester (for first semester students) in 2nd. Semester (for second semester students) Incoming students
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
Workload		
4.1	Lecture form a) CRM	Seminar lessons
	Lecture form b) Online Marketing	Seminar lessons
4.2	Contact time a) CRM	2 semester weekly hours = 30 hours per semester
	Contact time b) Online Marketing	2 semester weekly hours = 30 hours per semester
4.3	Self-study time a) CRM	60 hours per semester
	Self-study time b) Online Marketing	60 hours per semester
4.4	Total workload	180 hours
4.5	Workload in credits	6 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes a) CRM		
5.1	ILO CRMOM 1	Graduates can discuss conceptual foundation of CRM and its classification within marketing & sales.
	ILO CRMOM 2	Graduates can discuss functions, features, architecture and components of CRM systems.
	ILO CRMOM 3	Graduates can critically reflect on CRM strategies, customer experience management and their implementation.
	ILO CRMOM 4	Graduates can discuss metrics of customer analysis.
	ILO CRMOM 5	Graduates can discuss campaign management.
	ILO CRMOM 6	Graduates can discuss multichannel management.

Contribution of module ILOs to study programme ILOs
 (only most relevant contribution is highlighted)

→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
→	D1	Graduates will be able to identify the main effects of digitization on companies and markets, to manage information & communication systems in order to demonstrate data literacy, technological literacy and digital interaction competence for application in the professional fields of international marketing & sales
→	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
→	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
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	ILO CRMOM 7	Graduates can critically reflect on loyalty management.
	ILO CRMOM 8	Graduates can critically reflect on CRM-support of business processes in sales, marketing & service (lead, opportunity, complaint, ...)
	ILO CRMOM 9	Graduates can discuss the future of CRM.

Intended learning outcomes b) Online Marketing

5.1	ILO CRMOM 10	Graduates can in "Marketing" and "Sales" discuss and apply processes and application systems in electronic sales from a vendor perspective.
	ILO CRMOM 11	Graduates 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.
	ILO CRMOM 12	Graduates can in "Marketing" evaluate commercial and technical operational scenarios of services and technologies of electronic medias and Internet based communication.
	ILO CRMOM 13	Graduates are in "Marketing" able to predict and evaluate medium-term and long-term developments in E-business.
	ILO CRMOM 14	Graduates 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.
	ILO CRMOM 15	Graduates are able to analyze critically, choose case-specifically adequate and apply market research tools that are used via the Internet.

Learning content a) Customer Relationship Management

5.2	Learning content 1	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.
	Learning content 2	Basics of CRM (Satisfaction-loyalty-profit chain and relationship marketing)
	Learning content 3	CRM strategy & implementation
	Learning content 4	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
	Learning content 5	Operational CRM: campaign management, multichannel management, loyalty management, functions and processes in B2B sales, complaint management and churn management

Learning content b) Online Marketing

➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
➔	D1	Graduates will be able to identify the main effects of digitization on companies and markets, to manage information & communication systems in order to demonstrate data literacy, technological literacy and digital interaction competence for application in the professional fields of international marketing & sales
➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.

➔	D1	Graduates will be able to identify the main effects of digitization on companies and markets, to manage information & communication systems in order to demonstrate data literacy, technological literacy and digital interaction competence for application in the professional fields of international marketing & sales
➔	K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
➔	A1	Graduates can apply theoretical knowledge of the international marketing & sales discipline enabling them to take decisions on the development of appropriate strategies and measures solving business problems within a changing multicultural environment, to meet stakeholder interests in for example: marketing conception, sales management, international management, and business innovation.
➔	D1	Graduates will be able to identify the main effects of digitization on companies and markets, to manage information & communication systems in order to demonstrate data literacy, technological literacy and digital interaction competence for application in the professional fields of international marketing & sales

5.2	Learning content 6	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?	
	Learning content 7	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.	
	Learning content 8	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	
	Learning content 9	Online-Marketing in the Marketing-Mix: market figures, target groups, types of use, trends - Studies on the development and results o 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, context, and topicality play?	
	Learning content 10	Tools of online marketing: - Search engine marketing: landing page optimization for search engines and customers - 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	
	Learning content 11	Social Media Marketing on the Social Web: Who should participate, what's important?	
	Learning content 12	Analysis tools: web traffic analysis: user numbers, surfing behavior and conversion rates - controlling figures and figures systems	
	Learning content 13	Campaign planning and execution - design, budget, time requirements and project management - working with web agency, broker, content providers, marketers etc.	
	Learning content 14	Integrated Marketing Concepts: Basics and Case Studies	
	Requirements & examination		
	6	Participation requirement	None
	7.1	Requirements for the award of credit points	Passed module (min. 50% of points)
	7.2	Assessment method a) CRM	Exam
	7.2	Assessment method b) Online Marketing	Presentation and written assignment
7.3	Requirements for admission to the examination		
7.4	Importance of the mark for total mark	5% (6 ECTS of 120 ECTS)	
8.1	Lecture language	English	
8.2	Module supervisor	Prof. Dr. Bert Kiel	

8.3	Lecturers	Prof. Dr. Bert Kiel Dipl. Betriebsw. Daniel Hagemeier
8.4	Maximum number of participants	
8.5	Supplementary information	The module can be either in English or German. The lecture is currently in English.
Recommended reading		
Kumar / Reinartz, "Customer relationship management", 2018		
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		