

TUTORIAL COURSE FORM – 2021-2022 ACADEMIC YEAR

Name of the tutorial course (Erasmus/exchange students)	CUSTOMER RELATIONSHIP MANAGEMENT
Professor	Name: Claudia Stoian Office: _B612_ Email: iuliana.bobalca@uaic.ro
Semester in which the tutorial course is available	1 or 2
No. of ECTS credits	6
Level of study	Master
Short description/Contents	What is Customer Relationship Management? Customer research Consumer Behaviour Attracting customer strategies Loyalty marketing campaigns Direct marketing
Assessment	A written project on a customer oriented campaign, including a marketing research
Bibliography	Reynolds, J. – A practical guide to CRM. Building more profitable Customer Relationships, CMP Books, New York, 2002. Bergeron, B. – Essentials of CRM. A guide to Customer Relationship Management, John Wiley & Sons, Inc., New York, 2002. Little, E si Marandi, E. – Relationship Marketing Management, Thomson, 2002.
Observations	The project will be discussed in 4 meetings with the Professor