



PRESENTATION

Short description: the objectives of this course are to provide students with a comprehensive understanding of customer relationship management (CRM) and its application in the context of the Fourth Industrial Revolution. In the first unit, students will learn how to leverage customer data and integrate CRM strategies with marketing efforts to enhance customer engagement and satisfaction. The second unit aims to familiarize students with various marketing channels and how to effectively utilize sales forces alongside CRM tools to optimize business performance. In the third unit, the focus will be on analytical CRM, where students will explore how data analysis can be used to improve the customer experience and inform marketing decisions. By the end of the course, students will be equipped with the skills and knowledge necessary to effectively manage customer relationships and execute data-driven marketing strategies in a rapidly evolving digital landscape.

- **Degree:** Grado en Marketing
- **Module/Subject:** Módulo III. Mercados y Clientes/ Level 4. Subject. Consumidor
- **ECTS:** 6
- **Course, semester** 4th, 1st semester
- **Subject type:** required, obligatoria
- **Instructor:** Santiago Ibáñez, profesor invitado (sihualde@external.unav.es)
- **Language:** Inglés
- **Room, Schedule:** Monday 17:30 to 19:30 (Room 6) y Tuesday 17:30 a 19:30 (Room 4)

LEARNING OUTCOMES (Competences)

COMPETENCIAS BÁSICAS

CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio

CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética

CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado

CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía

COMPETENCIAS GENERALES

CG4 - Aplicar las herramientas del marketing a partir de un análisis y una comprensión profunda del funcionamiento de los mercados y del comportamiento de los consumidores.

COMPETENCIAS ESPECÍFICAS



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CE11 - Comprender y reflexionar en torno a los componentes de la personalidad humana (biológicos, afectivos, psicológicos) que permiten explicar los comportamientos humanos, en especial en su dimensión económica.

CE12 - Interpretar las claves para entender el modo de actuar de los consumidores y de los mercados como punto de partida para establecer relaciones entre empresas e instituciones con sus stakeholders.

Knowledge

1. To enable students to acquire both theoretical and practical knowledge necessary for effective customer management.
2. To equip students with the ability to use specific CRM applications as a business strategy to understand, forecast, and manage customer needs with the support of marketing information systems.
3. To help students understand both the role of CRM in improving business productivity and profitability, as well as its role in strategic planning and business development.
4. To prepare students to develop CRM plans tailored to each organization, considering the unique needs of the company and the expectations of its customers.

Skills and Attitudes

1. To encourage students to develop clear and systematic work habits, practiced consistently throughout the course.
2. To allow students to experience and draw practical conclusions from teamwork in contrast to individual work.
3. To foster students' expressive skills aimed at creating reports, dossiers, action proposals, and other documents commonly used in business organizations.
4. To develop students' imaginative skills to find new solutions to common problems.
5. To enhance students' public speaking abilities in presentations and other forms of oral communication, as well as to present results in written form tailored to the needs of the audience.
6. To help students understand professional activity as a service to individuals and society, promoting the demand for integrity in responsible professional development.

Learning Outcomes

1. To demonstrate an understanding of the CRM concepts and tools covered throughout the course.
2. To apply CRM principles and tools in practical assignments.
3. To show comprehension of marketing readings and texts related to customer management through information systems.
4. To analyze, present, and discuss marketing cases in public settings.

COURSE PROGRAM

UNIT I

1. 4th Industrial Revolution
2. CRM and Customer Data
3. Customer & Marketing

UNIT II

1. Marketing Channels



2. Sales forcé and CRM

UNIT III

1. Analytical CRM
2. Customer experience

LEARNING ACTIVITIES

The activities and work required for the students are the followings:

- a. Class tracking. Regular class attendance is essential for the good use of the subject. (60 h.)
- b. Study. The student must study throughout the course the documents hosted in ADI by the Professor. (50 h.)
- c. Groups work: In the practical classes of the subject, the students, organized in groups, must solve 4 marketing cases through the course. (40 h.)

ASSESSMENT

CONVOCATORIA ORDINARIA

The evaluation of the subject will be divided into two parts:

- Evaluation of the group's work. The group's work will represent 70% of the final grade.
- Class works 30%

CONVOCATORIA EXTRAORDINARIA

Theoretical Exam on the content of the course.

OFFICE HOURS

Contacto: Santiago Ibáñez Hualde sihualde@external.unav.es

REFERENCES

Lovemarks: Kevin Roberts 2006 [Localízalo en la Biblioteca](#)

CRM Las cinco pirámides del marketing relacional: Cosimo Chiesa 2009 [Localízalo en la Biblioteca](#)

Principles of Marketing: Philip Kotler [Localízalo en la Biblioteca](#)

Do you CRM me?: Omer Lizotte 2017 [Localízalo en la Biblioteca](#)

Scoring Points: Clive Humby, Tim Phillips and Terry Hunt 2008 [Localízalo en la Biblioteca](#)