Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Economic Cybernetics, Statistics and Informatics
1.3. Departments	Department of Marketing
1.4. Field of study	Economic Cybernetics, Statistics and Informatics
1.5. Cycle of studies	Bachelor
1.6. Education type	Full-time
1.7. Study programme	Statistics and Economic Forecasting
1.8. Language of study	Romanian
1.9. Academic year	2021-2022

2. Information on the discipline

2.1. Name	**Customer relationship management**								
2.2. Code	**21.0204IF2.2-08.5**								
2.3. Year of study	**2**	2.4. Semester	**2**	2.5. Type of assessment	**Test**	2.6. Status of the discipline	**Optional**	2.7. Number of ECTS credits	**3**

2.8. Leaders	Lectures (C)	**Prof.univ dr. FILIP Alina**	alina.filip@mk.ase.ro
	Seminars (S)	**Prof.univ dr. FILIP Alina**	alina.filip@mk.ase.ro

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	3.00	of which	
		Lectures(C)	2.00
		Seminars(S)	1.00
3.3. Total hours from curriculum	42.00	of which	
		Lectures(C)	28.00
		Seminars(S)	14.00
3.4. Total hours of study per semester (ECTS*25)	75.00		
3.5. Total hours of individual study	33.00		
Distribution of time for individual study			
Study by the textbook, lecture notes, bibliography and student's own notes	18.00		
Additional documentation in the library, on specialized online platforms and in the field			
Preparation of seminars, labs, assignments, portfolios and essays	12.00		
Tutorials			
Examinations	1.00		
Other activities	2.00		

4. Prerequisites

4.1. of curriculum	-
4.2. of competences	-

5. Conditions

for the Lectures(C)	-
for the Seminars(S)	-

6. Acquired specific competences

-

7. Objectives of the discipline

7.1. General objective	• To understand the economic benefits of customer retention on business effectiveness and profitability.
7.2. Specific objectives	• To analyse the defining components of customer relationship management at strategic, operational, analytical and collaborative levels. • To identify appropriate methods of customer value analysis and customer portfolio segmentation. • To gain the capacity to design marketing researches customized to CRM field. • To develop customer loyalty programs.

8. Contents

8.1. Lectures(C)		Teaching/Work methods	Recommendations for students
1	Relationship marketing: occurrence, application areas, conceptualization, schools of thought, principles, stakeholders' theory.	Lecture	
2	Customer relationship management (CRM) – core of relationship marketing: the components of a CRM system; CRM from strategic, operational, analytical and collaborative perspectives; IDIC model of customer relationship management.	Lecture	
3	Customer retention and customer loyalty: defining characteristics, dimensions and forms, determinants, benefits for organizations and customers.	Lecture	
4	Establishing and developing customer relationships: relationships content, relational models, communication techniques in the processes of customer acquisition, customer retention and customer relationship development.	Lecture	
5	Market segmentation and customer portfolio analysis: segmentation criteria for consumer markets and business to business markets, methods of customer value analysis and customer segmentation according to profitability indicators.	Lecture	
6	Customer satisfaction: conceptualization, benefits, customer expectations, organizational performances. Satisfaction analysed from the perspective of consumer buying decisional process.	Lecture	
7	Researching customer satisfaction and loyalty: specific objectives, research methods and tools, peculiarities of conducting researches in CRM field.	Lecture	
8	Complaint management: complaints characteristics, customer behaviour in case of dissatisfaction, objectives and processes of complaint management.	Lecture	
9	CRM instruments used in the process of customer loyalty – sources of value creation and marketing mix tools. Applicability, types and features of loyalty programs.	Lecture	
10	Barriers to relationship ending and customer switching behaviour.	Lecture	
11	Internal marketing: the relationship between the organizational employee orientation and the organizational customer orientation; employee segmentation; the processes of recruitment, selection, training and motivation of employees; empowerment and teamwork; employee satisfaction and loyalty.	Lecture	
12	Customer database management – the role of databases in strategic CRM, the process of developing a customer-related database, data quality characteristics.	Lecture	

Bibliography

- Filip, A., Customer Relationship Management, ASE, Bucuresti, 2020
- Buttle, F., Customer relationship management. Concepts and technologies, Elsevier, Amsterdam, 2010
- Filip, A., Marketing relaţional. O abordare din perspectiva domeniului financiar-bancar, ASE, Bucuresti, 2009
- Filip, A., Orientarea spre client. Fundament al marketingului în mediile de afaceri competitive, ASE, Bucuresti, 2013

8.2. Seminars(S)		Teaching/Work methods	Recommendations for students
1	Identification of business missions and market activity of different companies and deepening the principles, strategies or tools of customer relationship management (CRM).	Examples and discussions, reviews/reports/case studies/essays performed and presented by master students and scientific arguments generation.	
2	Determining the benefits and limitations of customer cards/clubs implementation and also understanding the role and utility of contact centres or call centres to improve efficiency and organizational performance.	Case studies	
3	Developing marketing researches to identify the level of customer satisfaction/customer loyalty towards a particular company/process/product category or to find out the attitudes and behaviour of employees during customer interactions.	Designing marketing research.	
4	Learning the development stages of a customer relationship management program.	Detailing the implementation plan by the professor.	
5	Designing a customer loyalty program for a specific company.	Development and presentation of the team project by master students.	

Bibliography

- Filip, A., Customer Relationship Management, ASE, Bucuresti, 2020
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- Filip, A., Marketing relaţional. O abordare din perspectiva domeniului financiar-bancar, ASE, Bucuresti, 2009
- Filip, A., Orientarea spre client. Fundament al marketingului în mediile de afaceri competitive, ASE, Bucuresti, 2013

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content of the course was developed based on the study of similar programs found in European universities and research of international literature. Additionally, representatives of Romanian business environment have been consulted and dialogues have been held with professors and researchers at international conferences.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. Seminars(S)	Knowledge implementation	Assessment of team project and individual papers specific to the seminar activities.	50.00
10.2. Final assessment	Knowledge verification	The exam will be organized in compliance with the ASE methodologies and regulations, which will be applied on the date of the exam.	50.00
10.3. Modality of grading	Integer Grades 10-1		
10.4. Minimum standard of performance	Obtaining 50% of total points resulted by adding the scores for the examination and seminar activities.		

Date of listing,
11/22/2026

Signature of the discipline leaders,

Date of approval in the department

Signature of the Department Director,