

<b>Module title</b>		<b>Abbreviation</b>
Sales and Customer Relationship Management		12-SCRM-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Junior Professorship of Digital Marketing and E-Commerce		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>A key challenge for companies in a marketing context is to choose the right approaches on how to deliver their products and services to customers. In doing so, companies need to carefully consider their customers' needs and requirements to successfully manage company-customer relationships.</p> <p>This course focuses on classic and new approaches of sales and customer relationship management. In particular, it covers the set-up of sales systems in terms of offline channels (e.g., retail stores) and online channels (e.g., online shops or market places), their interplay (e.g., multi-channel management), or the management of the sales force.</p> <p>Moreover, it focuses on different types of customer-firm interactions, on approaches of analyzing customer satisfaction and loyalty, as well as on customer complaint management, cross-selling management or customer experience management.</p>		
<b>Intended learning outcomes</b>		
The major goal of this class is to learn about and understand how sales management and customer relationship management work and to be able to transfer respective concepts to real life / business practice.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 60 to 120 Minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 candidates approx. 10 pages each ) or c) oral examination in groups (groups of 3, approx. 10 minutes per candidate) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor' degree (1 major) Business Management and Economics (2015)		

Bachelor' degree (1 major) Economathematics (2015)  
Bachelor' degree (1 major) Business Information Systems (2015)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  
Bachelor' degree (1 major) Business Information Systems (2016)  
Bachelor' degree (1 major) Economathematics (2017)  
Bachelor' degree (1 major) Business Information Systems (2019)  
Bachelor' degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor' degree (1 major) Business Information Systems (2020)  
Master's degree (1 major) China Business and Economics (2021)  
Bachelor' degree (1 major) Business Information Systems (2021)  
Bachelor' degree (1 major) Economathematics (2021)  
Bachelor' degree (1 major) Business Management and Economics (2021)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
Bachelor' degree (1 major) Economathematics (2022)  
exchange program Business Management and Economics (2022)  
Bachelor' degree (1 major) Business Information Systems (2023)  
Bachelor' degree (1 major) Economathematics (2023)  
Bachelor' degree (1 major) Business Management and Economics (2023)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)