Sales and Customer Relationship Management  
(Course ID: 10519100, PO: „Unternehmertum, Wettbewerb und Strategie“)

Content:
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. 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. 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.

Goals:
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.

Tentative course structure:
- Relevance of sales and customer relationship management in business practice
- Types of sales channels and approaches (incl. retailing, wholesale, e-commerce, personal selling, key account management, etc.)
- Depth and breadth of sales channels (incl. management of direct, indirect, intensive and exclusive sales approaches)
- Breadth of sales systems (incl. multi-channel conflicts, multi-channel & omni-channel management)
- Management of the sales force (incl. sales force automation, sales manager types and leadership, etc.)
- Analyses of customers and customer relationships (incl. assessment of customer values)
- Analyses of customer satisfaction and loyalty (incl. related concepts and measurement approaches)
- Customer loyalty management (incl. cross-selling management, complaint management, referral and review management)
- IT-based customer relationship management (incl. structure and use of CRM systems)
- Customer experience management (incl. customer touchpoint and customer journey management)

Prerequisites / Target group:
The course is targeted to students in the Bachelor program with basic knowledge in marketing.

Lecture dates:
Every Tuesday, 12:00-13:30
Start date: Tue, April 21st 2020

Tutorials:
Two alternative slots: Wednesdays, 8:30-10:00, Thursdays, 10:00-11:30

Start dates: Wed, May 20\textsuperscript{th} 2020 / Thu, May 21\textsuperscript{st} 2020

Presentation form of lectures and tutorials:
For at least the first four weeks (and maybe throughout the semester), lectures and tutorials will be conducted online through video conferencing via Zoom (live, no recording). The respective Zoom links to participate in the lectures and tutorials will be provided via WueCampus.

In case of changes to the presentation format (e.g., return to lectures with physical presence), further information about lecture rooms etc. will be provided.

Credits:
5 ECTC

Course Language:
English

Examination:
- Written exam (60 Minutes; students can answer exam questions in English or German)
- Bonus: Group work with focus on the conceptualization, creation and design of an own webshop and related sales and CRM processes

Enrollment:
Self-enrollment is possible until the fourth week of lectures on WueCampus. After that, enrollment is no longer possible.

Course lecturer:
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Course advisor:
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