

(Table 5.2) Course unit description

Study program: Economics
Type and level of studies: PhD studies
Course unit: Customer Relationship Marketing
Teacher in charge: Veljko Marinković, phd, associate professor
Language of instruction: English
ECTS: 9
Prerequisites:
Semester: Summer Semester
Course unit objective: The objective of the course is to indicate different types of relationships between companies and stakeholders, with special focus on relationships with customers. In line with that, this course introduce basic concepts of customer orientation: service quality; customer satisfaction; customer loyalty; customer profitability analysis; customer acquisition and retention strategies. This creates the basis for long-term profitability and business success of the company.
Learning outcomes of Course unit Ability to: <ul style="list-style-type: none">• Understand different types of relationships.• Understand nature and scope of Customer relationship marketing concept.• Evaluate main components of service quality.• Implement process of measuring customer satisfaction and loyalty.• Evaluate different loyalty programs.• Predict future profitability of customer segments.• Managing customer retention and defection.
Course unit contents 1. The nature of relationships. 2. The concept of Customer relationship marketing. 3. Service quality. 4. Customer satisfaction and loyalty. 5. Customer profitability. 6. Information technology and CRM.

Literature

- Gummesson, E. (2008). Total Relationship Marketing, Elsevier, Amsterdam.
- Godson, M. (2009). Relationship Marketing, Oxford University Press Inc., New York.
- Davis, J. (2007), Measuring Marketing, John Wiley & Sons, Singapore.
- Hughes, A. (2006), Strategic Database Marketing, McGraw-Hill, New York.
- Oliver, R.L. (1980), A cognitive model of the antecedents and consequences of satisfaction decisions, Journal of Marketing Research, Vol. 17, pp. 460–469.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1988), SERVQUAL: a multiple-item scale for measuring consumer perception of service quality. Journal of Retailing, Vol. 64, pp. 12–40.
- Hu, H.H., Kandampully, J., Juwaheer, T.D. (2009), Relationships and impact of service quality, perceived value, customer satisfaction and image: an empirical study, The Services Industries Journal, Vol. 29, pp. 111–125.
- Johnson, M., Gustafsson, A., Andreassen, T., Lervik, L., Cha, J. (2001), The evolution and future of national customer satisfaction index models, Journal of Economic Psychology, Vol. 22, pp. 217-245.
- Liébana-Cabanillas, F., Marinković, V., Kalinić, Z. (2017), A SEM-neural network approach for predicting antecedents of m-commerce acceptance, International Journal of Information Management. Vol. 37, No. 2, pp. 14-24.
- Marinković, V., Kalinić, Z. (2017), Antecedents of customer satisfaction in mobile commerce: Exploring the moderating effect of customization, Online Information Review, Vol. 41, No. 2, pp. 138-154.
- Marinković, V., Senić, V., Kocić, M., Šapić, S. (2013), Investigating the Impact of SERVQUAL Dimensions on Customer Satisfaction: The Lessons Learnt from Serbian Travel Agencies. International Journal of Tourism Research, Vol. 15, No. 2, pp. 184-196.
- Marinković, V., Senić, V. (2012), Loyalty patterns in corporate banking: insights gained from analysing willingness to recommend and share of wallet concepts, Total Quality Management and Business Excellence, Vol. 23, No. 11-12, str, 1465-1478.

Number of active teaching hours				Other classes
Lectures	Practice	Other forms of classes mentoring system 3 weekly	Independent work 2 weekly	
Teaching methods: : lectures; case studies; study research work.				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:	Final exam	No. of points:	
Student's activity during lectures		oral or written examination	50	
practical classes/tests	20			
Seminars/homework	30			
Project				
Other				
Grading System				
Grade	Bo. Of Points:		Description	
10	91-100		Excellent	
9	81-90		Exceptionally good	
8	71-80		Very good	

7	61-70	Good
6	51-60	Passing
5	0-50	Failing