



Customer Relationship Management (CRM)	
Course number	6062
Hours per week:	4
ECTS:	5
Scheduled:	Winter Term
Format:	Seminar-style teaching
Examination:	Written exam (90 min)
Lecturer:	Prof. Dr. Holger von Jouanne-Diedrich
Objectives:	<ul style="list-style-type: none">▪ Knowledge: Students describe the classification and significance of operational and analytical CRM within the business functions of marketing, sales, and after-sales; explain the basic functionalities of modern CRM systems and their advantages and disadvantages; identify current trends and developments in CRM; explain the specific requirements and solutions of CRM systems for start-ups▪ Skills: Students analyze and evaluate different CRM systems regarding their strengths and weaknesses for various application scenarios; apply analytical CRM methods in concrete business cases▪ Competencies: Students make well-founded decisions in the selection and implementation of CRM systems; critically evaluate the use of artificial intelligence in the CRM context and identify meaningful use cases
Contents:	<ul style="list-style-type: none">▪ Classification of operational and analytical CRM within the operational functions of marketing, sales and after sales▪ Functionality of CRM systems▪ Advantages and challenges of CRM systems▪ Strengths and weaknesses of different CRM systems▪ Specific use cases of analytical CRM▪ Artificial intelligence in CRM▪ CRM for start-ups and CRM-related start-ups▪ Trends in CRM
Pre-requisites	C1-English
Recommended Reading:	<ul style="list-style-type: none">▪ Blog posts: https://blog.ephorie.de▪ Additional material will be provided in the course