

Master Course 85-307

Customer Loyalty Management

Overview:

During the last decades, firms have invested considerable amounts of time, effort and money in customer relationship strategies. Parallel to this development, academic marketing research has examined important issues related to customer value, customer loyalty, customer journey, and related constructs. This has resulted in insights, tools, metrics and analytics to measure, evaluate and manage these customer-related constructs.

This course focuses on aspects of customer management as a key determinant of future firm profitability. It provides the student with state-of-the art knowledge on recent developments in this field. Topics that will be discussed in this course include: the customer management process, strategies to create customer value, metrics for the various stages of the customer journey, analytical tools to examine these metrics, and the design and effectiveness of loyalty programs.

Throughout the course, a number of scientific articles from international marketing journals will be studied and discussed. In addition, the course material will be illustrated by means of case studies.

Objectives:

After attending the course, students should be able to:

- a. Describe and explain the characteristics and elements of customer management;
- b. Evaluate academic research in the field of customer loyalty management;
- c. Use relevant insights from customer management theory for assessing and developing customer strategies;
- d. Use customer metrics for calculating the individual customer profitability and describing and measuring the customer journey;
- e. Understand customer metrics and their implications for customer management;
- f. Understand and apply tools and methodologies that support customer-level analytics;
- g. Understand and use the various design elements of loyalty programs;
- h. Examine and evaluate the effectiveness of a loyalty program.

Literature:

The literature for this course consists of:

- Kumar, V, and Reinartz W. (2012), *Customer Relationship Management: Concept, Strategy, and Tools, Second edition*. Springer Texts in Business and Economics. ISBN: 978-3642201301
- Case materials (will be distributed during the course)
- Journal articles (will be distributed during the course)

- Lecture slides

Sessions:

The course consists of five lectures of four hours (16.00-20.00). In each lecture, there will be group discussions of cases and journal articles, next to more traditional teaching methods. The table below presents an overview of the five sessions.

Session	Topic	Literature (book)	When
1	Customer management	KR, chapters 1-4	Thursday October 20, 2016
2	Customer metrics and analytics	KR, chapters 5-8	Friday November 18, 2016
3	Customer metrics and analytics	KR, chapters 5-8	Friday December 9, 2016
4	Loyalty program design	KR, chapter 10	Friday January 13, 2017
5	Loyalty program effects	KR, chapter 10	Friday February 3, 2017

Lecturer:

Prof.dr Tammo H.A. Bijmolt is Professor of Marketing Research at the Department of Marketing, Faculty of Economics and Business, University of Groningen, The Netherlands. His research interests include conceptual and methodological issues such as consumer decision making, e-commerce, advertising, retailing, loyalty programs, and meta-analysis. His publications have appeared in international, prestigious journals, among others: Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Marketing Science, and the International Journal of Research in Marketing. His articles have won best paper awards from International Journal of Research in Marketing (2007), Journal of Interactive Marketing (2011), and European Journal of Marketing (2015). He has lectured in a broad range of programs at the Bachelor, Master, PhD and executive MBA level. He has been involved in several research-based consultancy projects for a variety of companies.

Research Assistant: Petra Schulz (petra.schulz-2@uni-hamburg.de)

Assessment and Credits:

The course credit value is equal to 2 SWS or 6 LP. At the end of the course, the students have to do a written exam of 60 minutes. In addition, a limited number of small assignments have to be made throughout the course, related to the cases and journal articles.

Registration:

Registration via STiNE (MA-MA 7) from October 17 through October 27, 2016.

Please note that modules can only be taken once; thus you can only register for "Customer loyalty management" or "Product return management".