

COURSE DETAIL

MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Country

France

Host Institution

Institut d'Etudes Politiques (Sciences Po)

Program(s)

Sciences Po Paris

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

124

UCEAP Course Suffix**UCEAP Official Title**

MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

UCEAP Transcript Title

MRKTG&CUSTOMER MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

In this course students are familiarized with the main principles of both marketing and customer relationship management, as well as their impact on the current economic, social, and technological environment. The following subjects are covered: marketing strategy; product marketing (strategic planning, the “4Ps”, product life cycle management); customer marketing (buying behaviors, customer life cycle, segmentation, targeting and positioning); qualitative and quantitative surveys, principles and case studies; customer relationship management; the value of brands; digital marketing and impact of artificial intelligence on both marketing and CRM. These subjects are studied theoretically and pragmatically, using appropriate case studies in line with both social and economic context, such as: L'Oréal (Marketing Strategy), Apple (new product launch –iPhone, iPad), Procter & Gamble (how to promote non “differentiated” products), Facebook (viral marketing), AirBnB, Nike (no need to display the brand name anymore). Guest speakers with backgrounds in marketing, marketing surveys, CRM also participate in the course and share their own professional experience with the students.

Language(s) of Instruction

English

Host Institution Course Number

DECO 25A10

Host Institution Course Title

MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Host Institution Campus

English Seminar

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

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