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

This course introduces the main principles of marketing and customer relationship management, and their impact on the current economic, social and technological environment. Topics include: marketing strategy; product marketing (strategic planning, the “4Ps”, product life cycle management); customer marketing (buying behaviors, customer life cycle, segmentation, targeting, positioning); qualitative, quantitative surveys; CRM principles; digital marketing, impact of Artificial intelligence on Marketing and CRM. These subjects are studied based on appropriate case studies such as L'Oréal (Marketing Strategy), Apple (new product launch), Procter & Gamble (how to promote non “differentiated” products), and Facebook.

Language(s) of Instruction
English

Host Institution Course Number
DECO 25A10

Host Institution Course Title
MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Host Institution Course Details
https://syllabus.sciencespo.fr/en/?202520/291233

Host Institution Campus

Host Institution Faculty

Host Institution Degree
Seminar

Host Institution Department
Economics

Course Last Reviewed
2025-2026

Print