

Course Title	Customer Value Creation				
Course Code	MBA610				
Course Type	Compulsory				
Level	Master (2 <sup>nd</sup> Cycle)				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Instructor's Name	TBA				
ECTS	10	Lectures / week	Up to 6 Teleconferences	Laboratories / week	None
Course Purpose and Objectives	The course takes a strategic approach to customer value creation and discusses the challenges, approaches and tools aimed at creating and sustaining customer value in different business settings. It therefore discusses consumer behavior theories, customer relationship management and customer engagement and the process of creating value with new products.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of customer needs</li> <li>• Employ a conducive philosophy to customer value creation</li> <li>• Demonstrate an in-depth understanding of the mechanisms of creating and sustaining customer value</li> <li>• Critically analyse the process of developing new products of higher perceived value</li> <li>• Debate value co-creation approaches</li> <li>• Analyze the firm's value proposition</li> </ul>				
Prerequisites	None	Co-requisites	None		
Course Content	<p>Consumer Behavior: Theories and models in consumer behavior; Consumer research; Factors influencing consumer behavior ; The consumer decision-making process; Segmentation, Targeting and Positioning</p> <p>Creating and Co-Creating Customer Value: the role of Customer Experience, Customer Relationships, and Customer Engagement</p> <p>Customer Experience: Definition and different approaches; Determinants of customer experience</p> <p>Customer Relationship Management, Customer Engagement &amp; Loyalty: different approaches; Benefits; Relationship variables/factors;</p>				

	<p>Contextuality of customer relationships; Value creation and co-creation; Fostering customer Loyalty</p> <p>Creating and Co-Creating Customer Value: Definition and different perspectives on value creation and co-creation, e.g. SDL, Service logic, CDL</p> <p>Customer Engagement and Relationships in online environments: the role of social media platforms; Motivations of consumers to engage in online communities; Dealing with negative eWoM</p> <p>Developing new products of higher perceived value: Innovation and Speed, the NPD process for goods and services; Brand Equity</p>		
Teaching Methodology	Distance Learning		
Bibliography	<p>Schiffman, L. G. and Kanuk, L. L. <i>Consumer Behavior</i>, Latest Edition, Upper Saddle River, N.J.: Pearson Prentice Hall.</p> <p>Buttle, F. and Maclan, S. <i>Customer Relationship Management: Concepts and Technologies</i>, Latest Kindle Edition, Routledge</p> <p>Dubois, P.L., Jolibert, A. and Mühlbacher, H., <i>Marketing Management: A Value Creation Process</i>, Kindle Edition, Basingstoke: Palgrave Macmillan.</p> <p>Prahalad, C.K. and Ramaswamy, V., Co-creation experiences: The next practice in value creation. <i>Journal of interactive marketing</i>, 18(3), pp.5-14.</p> <p>Ramaswamy, V. and Ozcan, K., <i>The Co-Creation Paradigm</i>. Stanford University Press.</p>		
Assessment	Final Examination	50%	
	Continuing Evaluation Activities	50%	
		100%	
Language	English		