

Course Title	Customer Engagement				
Course Code	MRD415				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	4 th Year/ 8 th Semester				
Teacher's Name	TBA				
ECTS	6	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 a wide range of theories, techniques and tools aimed at fostering customer engagement. Such theories and tools spans across an array of business settings, including, but not limited to online and offline contexts.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain what customer engagement is • Analyze the role of customer experience management in customer engagement • Analyze the relationship between customer value creation and co-creation, and customer engagement • Explore how customer engagement differs in online and offline environments • Develop an in-depth understanding of the mechanisms of creating and sustaining customer engagement 				
Prerequisites	Senior Standing	Co-requisites	None		
Course Content	<p>Customer Relationship Management: different approaches; Benefits of CRM</p> <p>Customer Relationship Management: Relationship variables/factors; Contextuality of customer relationships; Value creation and co-creation</p> <p>Customer Experience: Definition and different approaches</p> <p>Customer Engagement: Definition and different perspectives</p> <p>Creating and Co-Creating Customer Value: the role of Customer Experience, Customer Relationships, and Customer Engagement</p>				

	<p>Customer Engagement in offline environments; CE factors</p> <p>Customer Engagement in online environments: the role of social media platform; Motivations of consumers to engage in online communities; CE factors</p> <p>Customer Engagement in online environments: Negative eWoM and crisis management in online platforms</p> <p>Measuring and Managing Customer Engagement Value: Analytics for customer engagement</p>						
Teaching Methodology	E - Learning						
Bibliography	<p>Robert W. Palmatier, V. Kumar, Colleen M. Harmeling, Customer Engagement Marketing 1st ed.</p> <p>Gerardus Blokdyk Customer Engagement a Complete Guide</p>						
Assessment	<table border="1"> <tr> <td>Final Examinations</td> <td>50%</td> </tr> <tr> <td>Assignments/On-going evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examinations	50%	Assignments/On-going evaluation	50%		100%
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Language	English						