



GJELDER FOR STUDIEÅRET 2005/2006

GRA 6417 Customer Relationship Management

Studium

Master of Science in Business, Master of Science in Business (Marketing), Master of Science in Marketing (Marketing), Master of Science in Marketing (påbyggingsår), Siviløkonomstudiet (spesialisering), Specialization Course

Kursansvarlig

Fred Selnes

Institutt

Markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Mål

Forkunnskaper

Obligatorisk litteratur

Annet:

Scientific and practical oriented articles will constitute the curriculum for the course. In addition there will be four cases of the HBS type.

Anbefalt litteratur

Bøker:

Berry, Michael. J. A., and Gordon Linoff.. 2004. Data mining techniques: For marketing, sales, and customer relationship management. 2nd ed. Indianapolis: Wiley.
Peppers, Don and Martha Rogers.. 1998. Enterprise one to one: tools for building unbreakable customer relationships in the interactive age.. London: Piatkus.
Pralhad, C.K., Jon R. Katzenbach, Siriam Chase.. 2002. Harvard Business Review on customer relationship management.. Boston, Mass. Harvard Business School Press.
Rust, Roland, Valarie Zeithaml and Katherine N. Lemon.. 2000. Driving customer equity: how customer lifetime value is reshaping corporate strategy. New York: The Free Press

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon