



GJELDER FOR STUDIEÅRET 2006/2007

## GRA 6417 Customer Relationship Management

### Studium

Master of Science in Business and Economics, Master of Science in Business and Economics (Marketing), Master of Science in Management, Master of Science in Marketing (Marketing), 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: Pitkus.

Prahalad, 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**