

**COURSE DATA****DATA SUBJECT****Code:** 42053**Name:** Client loyalsation strategies**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in international marketing	ELECTIVES

COORDINATION

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TUBILLEJAS ANDRES BERTA

SUMMARY

Client loyalsation strategies The purpose is to give the student a global and detailed view of what relationship marketing is, why and how they should apply it in their company and the necessary customer orientation of the companies. The necessary skills and knowledge will be developed to manage the processes of creating a customer loyalty program from the marketing area

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PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS



No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

However, it is recommended knowledge of marketing from a degree in Business Administration, Finance and Accounting, Economics, a Bachelor's degree in Business Administration, or a Bachelor's degree in Marketing.

COMPETENCES / LEARNING OUTCOMES

2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Critically analyse one's own work and that of colleagues.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Realizar una adecuada segmentación y selección del público objetivo.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.



Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

TOPIC 1. Relationship marketing and strategies to achieve satisfied and loyal customers

- 1.1. Concept and components of relationship marketing
- 1.2. Nature of the loyalty process
- 1.3. Reasons for building customer loyalty
- 1.4. Types of customers
 - 1.4.1. Terrorists
 - 1.4.2. Hostages
 - 1.4.3. Mercenaries
 - 1.4.4. Apostles
- 1.5. Profitability of each type of customer
 - 1.5.1. Repeat purchases
 - 1.5.2. Cross-selling
 - 1.5.3. Service costs
 - 1.5.4. Costs of acquiring new customers
- 1.6. Customer perception
 - 1.6.1. Customer expectations
 - 1.6.2. The five senses as sources of service perception

TOPIC 2. Managing and understanding the customer database as a fundamental approach in relationship marketing strategy

- 2.1. What is meant by a marketing database? Concept and characteristics
- 2.2. Understanding the customer base through the database
- 2.3. Creation and management of the database
 - 2.3.1. Creating the database
 - 2.3.2. Database quality



- 2.4. Application in different sectors
- 2.5. Selecting the best current and future customers
 - 2.5.1. Segmentation supported by the database
 - 2.5.2. Segmentation by purchasing behavior
 - 2.5.3. Data mining: how to extract 'gold' from database exploitation
- 2.6. The relationship between loyalty and customer databases. Stages in the consumer adoption process.
 - 2.6.1. Stages in the relationship development process
 - 2.6.2. Managing the customer through databases

TOPIC 3. Customer loyalty, brand relationships, and creating value for the customer

- 3.1. Customer perception
 - 3.1.1. Customer expectations
 - 3.1.2. The five senses as sources of service perception
- 3.2. Loyalty strategies
 - 3.2.1. Types of loyalty programs
- 3.3. The Service-Profit Chain:
 - 3.3.1. Profitability
 - 3.3.2. Customer satisfaction
 - 3.3.3. Customer retention
 - 3.3.4. External service quality
 - 3.3.5. Internal service quality
 - 3.3.6. Sales team satisfaction

TOPIC 4. EFFECTIVE MANAGEMENT OF THE RELATIONSHIP, SWITCHING COSTS, AND THE VOICE OF THE CUSTOMER

- 4.1. Types of switching
 - 4.1.1. Personal switching costs for the customer
 - 4.1.2. Product-related switching costs
- 4.2. Switching costs and loyalty
- 4.3. Building social bonds
 - 4.3.1. Types of bonds and systems to establish them
 - 4.3.2. Creating financial bonds
 - 4.3.3. Creating social bonds
 - 4.3.4. Creating structural bonds
- 4.4. Generating and leveraging the voice of the customer
 - 4.4.1. Customer complaint behavior
 - 4.4.2. The voice and achieving loyalty
 - 4.4.3. Effective voice management

TOPIC 5. Acquiring loyal and profitable customers



- 5.1. Plan to acquire new customers
 - 5.1.1. Integrated communication program
 - 5.1.2. Nurturing and leveraging potential customers or leads
- 5.2. Cultivating the relationship
- 5.3. Selecting customers for profitable relationships
- 5.4. Developing collaborative relationships between supplier and customer
- 5.5. Communication plan for relationship cultivation
 - 5.5.1. Creating a club
 - 5.5.2. Supporting materials
 - 5.5.3. Thank-you initiatives
 - 5.5.4. Cross-selling
 - 5.5.5. Complementary selling
 - 5.5.6. Special offers
 - 5.5.7. Information on special products and services
 - 5.5.8. Maintaining contact
 - 5.5.9. Customer recovery plan
- 5.6. Key indicators in a relationship marketing program

TOPIC 6. CRM AND THE COMPANY'S CUSTOMER LOYALTY ORIENTATION

- 6.1. The company as a business process to create satisfied and loyal customers
- 6.2. Business reengineering around customer value processes
 - 6.2.1. The direct relationship between customer retention and employees
 - 6.2.2. Why satisfied employees are essential
 - 6.2.3. Brand extension strategies
- 6.3. Customer Relationship Management (CRM): a global perspective
 - 6.3.1. Definition of CRM
 - 6.3.2. Components of CRM
- 6.4. How to make CRM work: properly combining customer acquisition with processes and technology
 - 6.4.1. People
 - 6.4.2. Processes
 - 6.4.3. Technology
 - 6.4.4. Integration of customers, processes, and technology
- 6.5. Formulating a CRM strategy
- 6.6. Defining the business processes of CRM

TOPIC 7. CRM: PRACTICAL ASPECTS

- 7.1. Trends in CRM implementation in companies
- 7.2. Trends in CRM technology
- 7.3. CRM: benefits and problems
 - 7.3.1. Tangible benefits
 - 7.3.2. Intangible benefits
 - 7.3.3. Problems associated with CRM



7.4. Key considerations for effective CRM implementation in the company

TOPIC 8. THE SALES DEPARTMENT

- 8.1. Sales organization
 - 8.1.1. Organizing the work of salespeople
 - 8.1.2. Route studies and visit circuits
 - 8.1.3. Customer portfolios and sample collections
 - 8.1.4. Customer files and master records
 - 8.1.5. Customer visit reports
 - 8.1.6. Sales administration and its organization
 - 8.1.7. Sales statistics
- 8.2. The sales force
 - 8.2.1. Leadership and motivation of the sales team
 - 8.2.2. Salesperson personality and profile
 - 8.2.3. Selection and onboarding of salespeople
 - 8.2.4. Evaluating and compensating salespeople
 - 8.2.5. Training sales teams

TOPIC 9. SALES TECHNIQUES

- 9.1. Sales forecasting
 - 9.1.1. Diagnosing territories and customers
 - 9.1.2. Factors influencing sales
 - 9.1.3. Stages and methods for sales forecasting
 - 9.1.4. Commercial strategies and sales policy
 - 9.1.5. Goals and their monitoring and control
- 9.2. Advanced sales techniques
 - 9.2.1. The sale
 - 9.2.2. Evolution of selling: from product sales to consultative selling
 - 9.2.3. Neuro-linguistic programming (NLP) in sales
 - 9.2.4. Buying motivations
 - 9.2.5. NLP metaprograms in sales
 - 9.2.6. The sales interview
 - 9.2.7. Nonverbal language in sales
- 9.3. Customer satisfaction in personal selling
 - 9.3.1. Basic concepts
 - 9.3.2. Measurement
 - 9.3.3. Analysis

WORKLOAD

PRESENCIAL ACTIVITIES



Activity	Hours
Theory	35,00
Seminar	3,00
Total hours	38,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	60,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	60,00

TEACHING METHODOLOGY

The course has a theoretical-practical nature. It is structured into several weekly sessions of 2 hours and 15 minutes each, totaling 12 sessions.

The teaching methodology for the theoretical classes will mainly be the participatory lecture. In this regard, the instructor will explain the various topics and points included in the syllabus, while also encouraging active participation in class, seeking to intersperse lecturing with teacher-student dialogue.

This active participation will come from two sources: on the one hand, from any questions or comments that students may raise as a result of the lecture; on the other hand, the instructor may also pose questions to the class, using this as a ¿dynamic element¿ to elicit responses and generate debate, thereby enriching the session.

In each session, the teaching resources are structured as follows:

- **Basic bibliography**, which lists a series of textbooks that adequately cover the topic in question in terms of content and depth. Using this bibliography will allow students to prepare the core material on their own, reducing the need to constantly take notes during the lecture and indirectly fostering their participation.

- **Supplementary or reference bibliography.** This includes both articles addressing specific aspects of the topic and books that explore it in greater depth or focus on particular issues. In any case, it offers students who wish to delve deeper a clear ¿ and sometimes very detailed and extensive ¿ view of the points that make up the topic. The aim is to reinforce the knowledge acquired in class and also serve as a source for further study of topics that interest them.



· **Readings.** Articles that address specific aspects of the topic in a monographic way. Reading them will give students a much broader and richer understanding of the content covered in class or included in the basic bibliography. They are intended to complement the information found in the basic texts by expanding on certain points and providing an up-to-date perspective on the subjects when necessary.

· **Websites,** designed to bring students closer to institutions, associations, or journals to obtain current, real-world information directly related to the topic. For example, the Fordham University site in New York with its Pricing Center:

http://www.fordham.edu/Academics/Office_of_Research/Research_Centers

In/CBA_Pricing_Center/

includes content from recent conferences on pricing as well as links to other universities and study programs on this subject.

· **Audiovisual material,** such as videos on CD, DVD, or online, that are relevant to the course.

As for the **practical part**, active student participation will be the fundamental key to each session. The teaching materials used will mainly consist of:

· **Readings,** which may be the same as those used as supplementary material in the theoretical sessions, but here aim to generate discussion and practical analysis.

· **Cases,** which will demonstrate students' ability to analyze and make decisions about real-life situations presented through the provided materials.

· **Projects,** based on a common topic proposed by the instructor, which will be delivered and presented at the end of the course.

Practical work will mainly be carried out in groups. Each group, made up of a maximum of four people, will be formed in the first days of class and maintained throughout the semester. During this period, the group will develop a customer loyalty project for a real company. The objective of this activity is to develop and propose a relationship marketing plan or customer loyalty plan for a real company that does not yet have one or has never implemented one. This loyalty plan or relationship marketing plan is part of the teaching coordination project mentioned earlier in the introduction to this course guide and is therefore integrated into the internationalization project of the selected company.

The teams will research the company and, applying the concepts learned in the different subjects of the first semester of the Official Master's in Marketing and Market Research, will prepare a proposal.



Teams will submit a PowerPoint document through the Virtual Classroom to each professor with the name: **PROJ_TEAMNAME**. They will also submit a Word file containing the complete project.

The project must be publicly presented at the end of the course. All team members must present, and the instructor will determine the order of the presentations.

This loyalty plan project, together with other practical activities, will account for 3 points of the total grade for the course.

Teams must also schedule meetings with the course instructors to work on the part of the project corresponding to this course, which is the customer loyalty plan.

EVALUATION

Test type	Weighing
Attendance, participation, delivery, and proper completion of group practices	10
Individual written exam	70
Resolution, delivery and presentation of the final group project	20
	100



Course Passing Criteria

Written Exam: With a score of 7, the minimum required for this section to pass the course is 3.5 points.

Preparation of Academic Papers: With a score of 3, the minimum required is 1.5 points.

Given the dynamic nature of teaching, regardless of the nature (TE/PR/LAB/SEM/TUT) assigned to the class in the LLEU schedule or in the Teaching Guide, mandatory assessable activities may be required, with prior notice from the professor, in any of them.

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