

Prowadzący	Mieczysław Pawłowski
Oferta PJO*	
Oferta PJOE*	TAK
Kierunek, rok, stopień dla PJO	Customer Experience Management
Semestr roku 2021/2022	zimowy

* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Customer Experience Management
Erasmus code	34 – Business and administration
ISCED code	345 Management and administration
Language of instruction	English
Website	https://www.umcs.pl/pl/adres-book-employee,7768,pl.html
Prerequisites	Interest in business management, marketing and e-commerce
ECTS points hour equivalents	Contact hours, work with an academic teacher: 30 Total number of hours with an academic teacher: 30 Number of ECTS points with an academic teacher: 6 Non-contact hours, students' own work: 10 Total number of non-contact hours: 10 Number of ECTS points for non-contact hours: 0 Total number of ECTS points for the module: 6
Educational outcomes verification methods	The course is addressed to students who are interested in a future job in the position of customer experience manager, customer relationship manager, e-commerce manager or internet marketing manager. Nowadays, it is an attractive position with high demand on the market. The outcome of education will be verified during the student's project as the of own blog pages synthesizing the knowledge from the course and students own creativity. Finally, students will be presenting their skills in the form of a portfolio addressed to a potential employer.
Description	<ol style="list-style-type: none"> 1. The new generation challenge, new business environment requires new education. 2. Introduction to the customer experience management as the set of managerial skills. 3. Managing customer experience in the multichannel, store and the internet experience. 4. Customer experience personalized - customer and product segmentation. 5. Circular Economy and Corporate Social Responsibility for sustainable development. 6. Customer engagement on the blog, become blogger, practice blogging 7. Acquiring customers in the internet, SEO/SEM, e-mail marketing 8. Business in the internet, e-commerce platforms, platform business & network effect. 9. Business models focused on customer experience management. 10. Exponential companies, gig economy and use of external resources. 11. Customer retention, strategies for customer loyalty. 12. Customer experience measurement. 13. Students' mini project as example here: https://erasmuslublin2022.wordpress.com/
Reading list	<ol style="list-style-type: none"> 1. Pawłowski, M., & Pastuszak, Z. (2017). B2B customers buying behavior. <i>International Journal of Synergy and Research</i>, 5, 19. 2. Karman, A., & Pawłowski, M. (2022). Circular economy competitiveness evaluation model based on the catastrophe progression method. <i>Journal of environmental management</i>, 303, 114223. 3. Kouhizadeh, M., Zhu, Q., Alkhuzaim, L., & Sarkis, J. (2022). Blockchain Technology and the Circular Economy: An Exploration. In <i>Circular Economy Supply Chains: From Chains to Systems</i>. Emerald Publishing Limited.

	<ol style="list-style-type: none"> 4. Klaus, P., Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies, Palgrave Macmillan, 2015 5. Wilson H., Street R., Bruce L., The Multichannel Challenge, Elsevier, 2008 6. Kumar V., Managing customers for profit: strategies to increase profits and build loyalty, Pearson Prentice Hall, 2010 7. Ramaswamy V., Gouillart F., The Power of Co-Creation, Free Press, 2010. 8. Ismail, S., Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours and what to do about it. Diversion Books, 2014. 9. Moazed, A, Nicholas L. J., Modern monopolies: what it takes to dominate the 21st century economy. St. Martin's Press, 2016. 10. Callebaut, J, Hendrik H, Madeleine J., The Naked Consumer Today: Or an overview of why consumers really buy things, and what this means for marketing. Garant, 2002.
<p>Educational outcomes</p>	<p>Knowledge: Students acquire a new knowledge in the field of customer experience management in multichannel. They will be prepared to apply for the position of e-commerce manager, customer experience manager, digital customer experience manager, customer relationships manager, or internet marketing manager. All mentioned positions are attractive with salary > 50 TEUR/year, as you can check here https://www.glassdoor.com/Salaries/customer-experience-manager-salary-SRCH_KO0,27.htm).</p> <p>Students will create their own blog page and projects for customer acquisition, retention, and development. Students will follow new trends in the circular economy and its application to business.</p> <p>Skills: Students will be prepared to analyze business models, create, and adopt strategy variants to different customer groups. Students will be able to plan and follow customer journeys not only for effective business but also for the great customer experience and sustainable development. Students will be able to measure customer experience on various levels and create customer segmentation for service personalization.</p> <p>Attitudes: Students will take part in discussions and workshops to practice cooperation via teamwork. Students will analyze business cases for training critical and varied thinking. Students will be practicing blogging for creative content building. Students will work with friendship and openness to innovative ideas.</p>
<p>Practice</p>	<p>n/a</p>

INFORMATION ABOUT CLASSES IN THE CYCLE

Website	https://www.umcs.pl/en/courses-in-english,21103.htm (dla PJOE)
Educational outcomes verification methods	
Comments	
Reading list	1.
Educational outcomes	KNOWLEDGE 1. SKILLS 1. ATTITUDES 1.
A list of topics	1.
Teaching methods	
Assessment methods	