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| **Prowadzący** | Mieczysław Pawłowski |
| **Oferta PJO\*** |  |
| **Oferta PJOE\*** | TAK |
| **Kierunek, rok, stopień dla PJO** | Customer Experience Management |
| **Semestr roku 2024/2025** | 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)

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| **Module name** | **Customer Experience Management in Digital Era** |
| **Erasmus code** | 34 – Business and administration |
| **ISCED code** | 345 Management and administration |
| **Language of instruction** | English |
| **Website** | <https://www.umcs.pl/pl/addres-book-employee,7768,pl.html> |
| **Prerequisites** | Interest in marketing and e-commerce and business management |
| **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: 4 Non-contact hours, students' own work: 10  Total number of non-contact hours: 10  Number of ECTS points for non-contact hours: 2  Total number of ECTS points for the module: 6 |
| **Educational outcomes verification methods** | The course is addressed to students who are interested in getting new skills useful for the position of specialist or manager in digital marketing, e-commerce and customer experience. The course is also highly recommended for freelancers and internet activity enthusiasts like bloggers.  The outcome of the course education will be verified a) during the student’s project b) publishing blog posts on the dedicated website, c) presentation to the course auditory, during the course. Students will be discussing digital transformation and by this presenting their new skills and knowledge during class meeting. |
| **Description** | 1. The new edge challenge for the business and education. 2. Digital marketing as must have skills for new generation specialists/managers. 3. Customer experience management (CXM) in digital era. 4. CXM for multichannel, store and in digital business. 5. Become blogger – WordPress skills for blogging. 6. CXM through content marketing, practicing blogging. 7. Platform business and marketplaces. 8. Customer acquisition, engagement and network effect. 9. Customer retention management, strategies for customer loyalty. 10. Managing business in the internet, e-commerce. 11. Customer experience measurement. 12. Students’ projects and posts: <https://cxm.mietwood.pl/blog/> |
| **Reading list** | 1. Pawłowski, M., & Pastuszak, Z. (2017). B2B customers buying behavior. *International Journal of Synergy and Research*, *5*, 19. 2. Karman, A., & Pawłowski, M. (2022). Circular economy competitiveness evaluation model based on the catastrophe progression method. *Journal of environmental management*, *303*, 114223. 3. Klaus, P., Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies, Palgrave Macmillan, 2015 4. 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. 5. Moazed, A, Nicholas L. J., Modern monopolies: what it takes to dominate the 21st century economy. St. Martin's Press, 2016. |
| **Educational outcomes** | **Knowledge:** Students acquire a new knowledge for customer experience management in multichannel. Students will be prepared to apply for the position of specialist or manager in digital marketing, e-commerce, customer relationships or any internet business. Mentioned positions are attractive with high salary <https://www.glassdoor.com/Salaries/customer-experience-manager-salary-SRCH_KO0,27.htm> ).  **Skills:** Students will be skilled to analyze business models, create and adopt digital strategy variants to different customer groups. Students will be able to plan customer journeys and customer experience. Students will be able to measure customer satisfaction in various methods.  **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. Students will work with friendship and openness to innovative ideas. |
| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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