







**Module Description Customer Relationship Management & Online Marketing**

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Identifier	Category	Details / Content
<b>General Information</b>		
1.1	Module name	Customer Relationship Management & Online Marketing
1.2	Contained courses	a) Customer Relationship Management (CRM) b) Online Marketing
1.3	Module code	MSB.2.0027.0.V.1 (CRM) MSB.2.0027.0.V.2 (Online Marketing)
<b>Timing</b>		
2.1	Frequency of offer	Summer semester
2.2	Attend in which semester	in 1st. semester (for first semester students) in 2nd. Semester (for second semester students) Incoming students
<b>Link to study programs</b>		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
<b>Workload</b>		
4.1	Lecture form a) CRM	Seminarian lessons
	Lecture form b) Online Marketing	Seminarian lessons
4.2	Contact time a) CRM	2 semester weekly hours = 30 hours per semester
	Contact time b) Online Marketing	2 semester weekly hours = 30 hours per semester
4.3	Self-study time a) CRM	60 hours per semester
	Self-study time b) Online Marketing	60 hours per semester
4.4	Total workload	180 hours
4.5	Workload in credits	6 ECTS
<b>Intended learning outcomes &amp; learning content</b>		
<b>Intended learning outcomes a) CRM</b>		
5.1	ILO CRMOM 1	Graduates can discuss conceptual foundation of CRM and its classification within marketing & sales.
	ILO CRMOM 2	Graduates can discuss functions, features, architecture and components of CRM systems.
	ILO CRMOM 3	Graduates can critically reflect on CRM strategies, customer experience management and their implementation.
	ILO CRMOM 4	Graduates can discuss metrics of customer analysis.
	ILO CRMOM 5	Graduates can discuss campaign management.
	ILO CRMOM 6	Graduates can discuss multichannel management.

**Contribution of module ILOs to study programme ILOs  
(only most relevant contribution is highlighted)**

	K1: effectively acquire knowledge in international marketing & sales
	D1: apply digital competences for virtual work
	K2: think analytically, and critically
	K1: effectively acquire knowledge in international marketing & sales
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	ILO CRMOM 7	Graduates can critically reflect on loyalty management.	➔	K1: effectively acquire knowledge in international marketing & sales
	ILO CRMOM 8	Graduates can critically reflect on CRM-support of business processes in sales, marketing & service (lead, opportunity, complaint, ...)	➔	D1: apply digital competences for virtual work
	ILO CRMOM 9	Graduates can discuss the future of CRM.	➔	K1: effectively acquire knowledge in international marketing & sales
<b>Intended learning outcomes b) Online Marketing</b>				
5.1	ILO CRMOM 10	Graduates in "Marketing" and "Sales" can discuss and apply online marketing processes and platforms (SEO/SEM, Social Media, E-Mail, PPC, Influencer, Content Marketing) and evaluate their role in digital sales and customer engagement.	➔	D1: apply digital competences for virtual work
	ILO CRMOM 11	Graduates in "Marketing" and "Sales" are able to design, implement, and critically assess online marketing campaigns by analyzing how new technologies (e.g., AI, automation, analytics) transform or replace traditional marketing approaches.	➔	K2: think analytically, and critically
	ILO CRMOM 12	Graduates in "Marketing" and "Sales" can evaluate operational and strategic scenarios for online marketing tools, digital media services, and internet-based communication channels, considering both commercial and technical aspects.	➔	K1: effectively acquire knowledge in international marketing & sales
	ILO CRMOM 13	Graduates in "Marketing" and "Sales" are able to predict and assess medium- and long-term developments in online marketing and e-business, with a focus on data-driven decision-making, personalization, and omnichannel integration.	➔	K1: effectively acquire knowledge in international marketing & sales
	ILO CRMOM 14	Graduates can independently identify and evaluate opportunities for innovation in national and international online marketing, including campaign methods, performance measurement, and optimization levers, in comparison with traditional marketing forms.	➔	A1: apply knowledge and take decisions
	ILO CRMOM 15	Graduates are able to select and apply appropriate online market research methods, critically analyzing their adequacy, reliability, and ethical implications in practical case settings.	➔	D1: apply digital competences for virtual work
<b>Learning content a) Customer Relationship Management</b>				
6.2	Learning content 1	The offered lecture "Customer Relationship Management (CRM)" is a practical relevant course program that addresses the support of marketing, sales and service processes in enterprises with integrated CRM-systems. An integrated view of the CRM is conveyed starting from business processes and functions over application modules and architecture up to the application.		
	Learning content 2	Basics of CRM (Satisfaction-loyalty-profit chain and relationship marketing)		
	Learning content 3	CRM strategy & implementation		

5.1	Learning content 4	Analytical CRM: popular key performance indicators (retention rate, share of wallet, share of category requirement, P(active)), RFM-method, customer lifetime value, customer engagement value
	Learning content 5	Operational CRM: campaign management, multichannel management, loyalty management, functions and processes in B2B sales, complaint management and churn management
	Learning content 6	Case studies (Lauris & Bridz; Hitevision, Salonscale) and Trailhead (the training ground of Salesforce) are used to apply theoretical insights.
Learning content b) Online Marketing		
5.2	Learning content 6	Explain and critically reflect the role of online marketing as a core element of the marketing mix, including its impact on communication, distribution, and business models in the digital economy.
	Learning content 7	Identify, select, and apply key online marketing tools and platforms (e.g., SEO/SEM, display and affiliate marketing, e-mail, social media, influencer marketing, content marketing, and Web 2.0 services) and evaluate their suitability for different industries, products, and target groups.
	Learning content 8	Design, implement, and optimize an online presence by building a website with a no-code/low-code tool and integrating multiple online marketing instruments to create a coherent campaign.
	Learning content 9	Evaluate the effectiveness of online marketing measures using web analytics, traffic analysis, conversion rates, and KPI systems, and make data-driven recommendations for improvement.
	Learning content 10	Develop and manage online marketing projects by planning campaigns, setting budgets and timelines, coordinating with agencies and partners, and ensuring integration across digital channels.
	Learning content 11	Predict and discuss medium- and long-term trends in online marketing and e-services, including personalization, AI-driven tools, automation, and emerging Web-based business models.
	Learning content 12	Analysis tools: web traffic analysis: user numbers, surfing behavior and conversion rates - controlling figures and figures systems
	Learning content 13	Critically assess design, usability, and content factors that determine the success of websites and online campaigns, linking technological aspects with customer experience and brand impact.
Requirements & examination		
6	Participation requirement	None
7.1	Requirements for the award of credit points	Passed module (min. 50% of points)
7.2	Assessment method a) CRM	Oral exam

7.2	Assessment method b) Online Marketing	Presentation and written assignment
7.3	Requirements for admission to the examination	
7.4	Importance of the mark for total mark	5% (6 ECTS of 120 ECTS)
8.1	Lecture language	English
8.2	Module supervisor	Prof. Dr. Bert Kiel
8.3	Lecturers	Prof. Dr. Bert Kiel Prof. Dr. Nils Ommen
8.4	Maximum number of participants	
8.5	Supplementary information	
<b>Recommended reading</b>		
<b>a. CRM</b>		
Kumar / Reinartz, "Customer relationship management", 2018		
V. Kumar, Valuing Customer Engagement, Strategies to Measure and Maximize Profitability, 2024, ISBN 978-3-031-43298-9,		
V. Kumar, Customer Relationship Management, 2024, ISBN, 978-1-63651-323-2		
Maurice Fitzgerald B.E., "Net Promoter - Implement the system", 2017, ISBN 9782970117247		
Robert W. Palmatier and Lena Steinhoff, Relationship Marketing in the Digital Age, 2019		
D. Prior, F. Buttle, S. Maklan, Customer relationship management, 5e. 2024, ISBN 978-1-032247441		
F. Frei; A. Morriss, Uncommon Service, 2012, ISBN 978-1-4221-3331-6		
Payne / Frow, "Strategic customer management", 2013		
Winkelmann, "Vertriebskonzeption und Vertriebssteuerung – Die Instrumente des integrierten Kundenmanagements - CRM", 2012		
Watkinson, Matt, "The ten principles behind great customer experience", 2013		
Klaus, Philipp, "Measuring customer experience", 2015		
Customer Engagement Marketing by Robert W. Palmatier, V. Kumar, and Colleen M. Harmeling 2018		
V. Kumar and Anita Pansari: Competitive Advantage Through Engagement 2016		
Customer engagement: the construct, antecedents, and consequences, Anita Pansari & V. Kumar, 2017		
Managing Customer Experience and Relationships: By Don Peppers and Martha Rogers, 2017		
<b>b. Online Marketing</b>		
Kingsnorth, Simon (2022) Digital Marketing Strategy: An Integrated Approach to Online Marketing, 3rd edition		
Kreutzer, Ralf T. (2022) Online Marketing, 1st edition		
Arholdt, Dennis; Greve, Goetz; Hopf, Gregor (2023) Online- Marketing-Intelligence , 2nd edition		
Lammenett, Erwin (2021) Praxiswissen Online-Marketing, 8th edition		
Kelsey, Todd (2017) Introduction to Search Engine Optimization, 1st edition		
Chaffey, Dave; Ellis-Chadwick, Fiona (2022) Digital Marketing – Strategy, Implementation and Practice, 8th edition		