

Customer Relations and Marketing 4 ECTS

04BUS602/4 CUSTOMER RELATIONS AND MARKETING 4 ECTS

Learning objectives

The student

- understands the value of customer oriented thinking in corporations
- knows the basic concepts and tools of marketing
- is able to pursue them in a business context.

Contents

Customer oriented approach in business, marketing environments, customer relationship marketing, consumer behaviour and purchasing process, marketing mix: product, price, place, promotion.

Assessment and evaluation

Contact lectures, exam, course work.

Evaluation: 1-5.

Materials

Kotler, P, Armstrong, G. 2004. Principles of Marketing.