

MGMT90162 Managing Customers for Competitive Advtg

Credit Points:	6.25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2014, Parkville This subject commences in the following study period/s: June, Parkville - Taught on campus. 2 days intensive delivery
Time Commitment:	Contact Hours: 16 hours Total Time Commitment: Students should expect to undertake a minimum of 60 hours research, reading, writing and general study to complete this subject successfully
Prerequisites:	To enrol in this subject, you must be admitted in the Specialist Certificate in Strategic Marketing, or be enrolled in the Single Subject Study. This subject is not available for students admitted in any other courses.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Commonwealth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Overview, Objectives, Assessment and Generic Skills sections of this entry. It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
Contact:	School of Melbourne Custom Programs Award Programs Team Phone: 61 3 9810 3245 Email: postgrad@commercial.unimelb.edu.au (mailto:postgrad@commercial.unimelb.edu.au)
Subject Overview:	This programme focuses on how to manage customer acquisition and retention to improve overall business performance. In particular it addresses this issue of managing customer relationships profitably, and how to create and maintain customer loyalty over time. The subject examines methods for building customer loyalty, ways of nurturing trust and commitment, strategies to enhance customer relations, and ways of communicating effectively with customers. The first half of the programme lays the foundations for understanding customer behaviour, customer focus and loyalty. The second part focuses on the specific tools that can help build customer intimacy and turn transactional customers into loyalists who, through their word of mouth and referrals, can operate as advocates of the firm.
Learning Outcomes:	On successful completion of this program, students should be able to: <ul style="list-style-type: none"> # analyse customer segments to be able to craft compelling value propositions; # Understand the importance of taking an organisation-wide perspective on creating value; # examine critical issues associated with how strong customer relationships are built and managed over time; # respond to the customer acquisition and retention activities of competitors; # explain why some customers are more profitable than others; # understand how customer loyalty can be measured;

	<ul style="list-style-type: none"> # better understand the link between customer loyalty and financial returns; # know what skills are required to recover from service failure
Assessment:	2,500 word assignment on the effectiveness of customer relationship initiatives in a selected firm due four weeks after the completion of the programme (100%)
Prescribed Texts:	A study guide with readings and cases will be provided before the commencement of the subject.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ol style="list-style-type: none"> 1 Capacity to analyse and synthesize information and develop strategies. 2 Critical thinking and problem solving skills. 3 Written skills in the preparation of high quality reports. 4 Oral skills in the presentation of analyses. 5 Application of analytical and measurement skills.
Links to further information:	http://www.commercial.unimelb.edu.au/execedopen/
Related Course(s):	Specialist Certificate in Strategic Marketing