

**Faculty of International Economics and Administration**  
**Department: International Economics and Politics**  
**Professional area: Economics**  
**Major: Marketing**  
**Inter-University Program: International Marketing**  
**Educational-and-qualification Degree: Master**

## **COURSE DESCRIPTION**

1. Course unit title: Customer Relationship Management
2. Course unit code: MAN 3091
3. Type of course unit: elective
4. Level of course unit: Master
5. Year of study: first, second
6. Semester: first, second, third
7. Number of credits allocated: 4,5
8. Name of lecturer(s): Prof. D.Sc. Loretta Parashkevova
9. Learning outcomes of the course unit: acquired knowledge, skills and competences of the nature and type of sales, sale tactics and techniques, the interaction between customers and salespeople.
10. Mode of delivery: face-to-face;
11. Prerequisites and co-requisites: knowledge of the Fundamentals of Marketing, Production, Distribution, Pricing and Marketing Communication Policy
12. Course contents: The objective of the course is not only the mastering of certain concepts, facts and definitions but also the creation of an approach to study the customer and develop relations with him/her. The learning outcomes should be expressed in mastering the skills to manage customers
13. Recommended or required reading:
  - Станимиров, Е.** Управление на връзките с клиентите: Концептуални основи / Евгени Станимиров . - Варна : Наука и икономика, 2007 .
  - Хоугард, С.** Стратегически маркетинг на взаимоотношенията / Съорен Хоугард, Могенс Биере . - София : Сиела, 2009 .
  - Иган, Д.** Маркетинг взаимоотношений : Анализ маркетинговых стратегий на основе взаимоотношений / Джон Иган ; Пер. с англ. . - 2. изд. . - Москва : Юнити, 2008 .
14. Planned learning activities and teaching methods: lectures, team work, independent work, case studies, tests
15. Assessment methods and criteria: The final grade is formed by: continuous assessment - value 0.5; exam - value of 0.5. Students are informed about their current results of their individual and group tasks during lectures, seminars and contact hours. The current results are available in the teacher's profile in eSchool. The overall grade is reported during the exam. It is also available on the site of VFU in the section "Student Status" (<https://student.vfu.bg:8443/index.jsp>). Students can also e-mail the lecturer [lparashkevova@gmail.com](mailto:lparashkevova@gmail.com) or call on the office or mobile phone numbers known through email and the university site content.
16. Language of instruction: Bulgarian
17. Work placement(s): none