INTRODUCTION

Customers are an increasingly scarce resource that has to be placed at the centre of business strategy. To manage them properly, marketing managers have to understand (a) why customers -prospects and actual ones- behave the way they do, and (b) which are the critical issues to be considered during their purchasing process and their relationship with the company. These issues have to be considered during the three stages of the customer/firm relationship: customer acquisition, growth and retention.

AIMS

Understanding how to apply various key concepts - in B2C and B2B settings:
- Customer behaviour and buying criteria
- Customer purchasing process and customer experience

Since this subject is about customer analysis (as a basis for customer management), we will focus on "how to do the analysis" rather than on "what to do with the results from the analysis", that will be approached in detail in other subjects.

METHODOLOGY

Various methodologies will be combined to achieve the above mentioned objectives:
- Case studies, which require extensive previous preparation by students
- Conceptual explanations in class, complemented with Technical Notes and Reading Materials
- Practical exercises based on real life situations, presented and solved in class
  - A practical exercise developed by students "on the field"

EVALUATION

Based on three criteria: class participation (30%), quizzes, assignments or practical exercise (20%) and a final exam (50%)

BIBLIOGRAPHY

- Consumer behaviour / Martin Evans ; Ahmad Jamal ; Gordon Foxall . -- West Sussex : John WILEY and Sons., 2009 . Available EADA Library