



Please note that this is not the Notification of selection results.

## Welcome to the University of Gävle and the Faculty of Education & Business Studies

**COURSE** Customer Relationship Management 7,5 credits

**IDENTIFYER** FEA210

**APPLICATION CODE** 21118

**COURSE PERIOD** Weeks 04-13

[SYLLABUS](#)

[SCHEDULE](#)

**PERIOD FOR SELF REGISTRATION THROUGH THE STUDENT PORTAL** 2015-01-18—2015-01-24

**TEACHER** Aihie Osarenkhoe, Jonas Molin

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**FACULTY SECRETARY** Eva Persson

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If you are registered and choose to discontinue your studies you have to report it in the Student Portal within three weeks from the course start. If you choose to discontinue your studies later than three weeks into the course you need to contact your faculty secretary.

### GET STARTED WITH YOUR STUDIES!

More information at [www.hig.se/newstudent](http://www.hig.se/newstudent)

#### 1 COMPUTER ACCOUNT

You can collect your computer account at [webkonto.student.hig.se](http://webkonto.student.hig.se) two weeks before the semester starts. Your computer account gives you access to the University web services.

#### 2 THE STUDENT PORTAL

Please register for your course through the Student Portal at [studentportal.hig.se](http://studentportal.hig.se)

#### 3 BLACKBOARD

The Blackboard platform is a web-based learning management system where you can find course material. Log in via the Student Portal, find your course and enroll.

Course ID in Bb **VT16\_21118**

Access code If needed an access code will be sent to you in a separate email.

Period for enrolling

### Registration for exam

Registration for ordinary exams as well as re-examinations via Kronox is mandatory. You can register for exams five weeks before the exam date at the earliest and no later than ten days before the exam date. Please note that no post-registrations will be accepted. If you for some reason are unable to write the exam at campus, you can apply to write the exam at another location. The application must be submitted no later than three weeks prior to the exam date. Contact your faculty for more information.



Dear course participants!

I am the course leader for Customer Relationship Management. It is my pleasure to know that you have chosen to read Customer Relationship Management. Registration, roll call and the first lecture is scheduled to take place on the **28<sup>th</sup> of January 2016 at 10.00-15.00** (Swedish time).

Here is the course schedule:

<http://schema.hig.se/setup/jsp/Schema.jsp?startDatum=idag&intervallTyp=m&intervallAntal=6&sprak=SV&sokMedAND=true&forklaringar=true&resurser=k.FEA210.21118.16->

**Although, it is not compulsory to participate in all the lectures if you choose to do so, it is very important to participate in the following meetings: 1) Lectures to be delivered by the guest speakers on the 11<sup>th</sup> of February, 15<sup>th</sup> of February and 17<sup>th</sup> of February; 2) Article seminar of 23<sup>rd</sup> of February; 3) Term Paper Seminar of 23<sup>rd</sup> of March 2016. Please create time to participate in the above named meetings.**

I STRONGLY advise you to buy the main course literature, **Donaldson, B. & O'Toole, T. (2007), Strategic Market Relationship, John Wiley & Sons, Ltd Chichester, England**, as soon as possible. Please, you are expected to buy the latest edition of the course literature (ISBN 978-0-470-02880-3).

It is difficult to pass this course if course participant does read the course literature. **Written examination, based on the course literature, will take place on the 31<sup>st</sup> of March 2016. The Written examination will include the following chapters: 1, 2, 3, 4, 6, 7, 8, 9, 10 & 12**

Please register on the Blackboard as soon as possible. More instructions on how to register on Blackboard is available on the official homepage of the university. Blackboard is the official communication and education platform in our courses.

**MAIN COURSE LITERATURE:** Donaldson, B. & O'Toole, T. (2007), Strategic Market Relationship, John Wiley & Sons, Ltd Chichester, England, Approx. 300 pages. ISBN 978-0-470-02880-3.

**FURTHER READING: Collection of scientific articles will be available first day of class or via University of Gävle Library databases)**

Good luck!

Professor Aihie Osarenkhoe (aoh@hig.se)

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