



Please note that this is not your admissions letter.

Welcome to the University of Gävle and the Course Customer Relationship Management, 7,5 credits!

This course is half time studies between weeks 35-44. I, **Aihie Osarenkhoe**, am your course coordinator. Contact me on e-mail [aihie.osarenkhoe@hig](mailto:aihie.osarenkhoe@hig.se) or phone 026-64 85 84 if you have any questions about this course.

Syllabus and Timetable

[Syllabus with course literature](#)

[Course timetable](#)

Get Started with Your Studies!

To get started with your studies please follow these three steps. More information at hig.se/newstudent

- 1 Collect Your Computer Account**
 You can collect your computer account at hig.se/computeraccount two weeks before the semester starts. Your computer account consists of a username and a password and gives you access to the University web services.
- 2 Register for your courses**
 You must be registered on the course to attend lectures and sit exams. Registration will be held at the programme introduction the 28th of August 2017, at 13.00 in house 61 Embla. Are you conditionally admitted? [This is what applies to you](#)
- 3 Log in to Blackboard**
 The Blackboard platform is a web-based learning management system where you find your course material. You can access Blackboard the day after you register for your course. [Log in to Blackboard](#).

Course	Customer Relationship Management 7,5 hp
Course code	FEA210
Application Code	11130
Faculty	Faculty of Education and Business Studies
Faculty secretary	Eva Persson
Contact Information	kurs-aue@hig.se

2017-06-25

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 **31 August 2017 at 09.30-12.30** (Swedish time).

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 from Swedish companies on 11 September (IKEA & SANDVIK) and 21 September (INVOTECH SOLUTIONS AB);

2) Participation in Article seminar of 3 October 2017;

3) Term Paper Seminar of 31st October 2017. 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 **3 November 2017**. The Written examination will include the following chapters: 1, 2, 3, 4, 6, 7, 8, 9, & 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:

Fagerström, Arne and Cunningham, Gary M (2017), A good life for all: Essays on sustainability celebrating 60 years of making life better / [ed] Fagerström, Arne and Cunningham, Gary M., Mjölby: Atremi AB , 2017

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)

Jonas Molin (jmn@hig.se)

The University of Gävle is human-centred and develops the understanding of a sustainable living environment.

Registration for Written Exams

Registration for exams, including retakes, via KronoX is mandatory. You can register no earlier than five weeks before and no later than ten days before the exam. Please note that registrations will not be accepted beyond this time frame. If you are a distance study student and are unable to sit the exam on campus you can apply to sit the exam at another location. Applications must be submitted no later than three weeks prior to the exam. Contact your faculty for more information.

Course Evaluation

After completion of your course a web-based course evaluation questionnaire will be sent to your e-mail address. Your answers in the course evaluation are very valuable and your comments will help us improve and develop the course for the future. All students registered on the course will receive a course evaluation report with all answers compiled.

General Information

Library

The library is located in the middle of the campus and is open to everybody. Welcome to the library to activate your entrance card as a library card. You can reach all digital resources such as e-books and e-journals after logging in with your computer account. You can read more about the library services at hig.se/biblioteket

Campus

A map of the campus area is available at hig.se/newstudent

HIG Card

This card works as an entrance card and gives you access to doors and computer rooms. The card also works as a library card as well as a copy card. You can get the card at the reception desk at the Student Centre.

IT Support

This is where you turn if you encounter any problems regarding your computer account or any other IT related problems. The IT support is open for visits 09.00-15.00 in building 22, Monday to Friday. You can also contact them by telephone +46 (0)26 64 88 00 or email itsupport@hig.se

Course syllabus and Reading List

Find your syllabus at hig.se/syllabuses

Course Timetable

Registered students at the University of Gävle can find the course timetables in the Student Portal. If you are not registered, you may find course timetables through our online timetable search service at schema.hig.se

Student Accommodation

You need to apply for accommodation yourself. Please remember to do so in good time before your arrival. You can find information about how to apply for student accommodation at hig.se/newstudent

The Student Centre

At the Student Centre you will meet knowledgeable staff who can assist you in just about anything regarding your studies at the University of Gävle. The Student Centre is located in building 22. You can also find a café in the area and a TV display showing the daily timetabling. You can contact the Student Centre by email at studentcentrum@hig.se

Student support

Sometimes you need help to manage your studies and student life. At the University of Gävle we have several support functions to help you deal with various study-related situations, such as, for example, student health care and support for disabled students. For more information about student support at the University of Gävle, please visit hig.se/studiestod

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