University of Gdańsk

Subject card

Subject name and code	CRM Systems, PG_00177463		
Field of study	Informatics and Econometrics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	English
Semester of study	3	ECTS credits	5.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Dorota Buchnowska	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	45.0	0.0	0.0	60

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	60	4.0	61.0	125

Subject objectives

Familiarizing students with:

- the pronciples and basic concepts of CRM (Customer Relationship Management) and CEM (Customer Experience Management);
- the tasks and functionalities of CRM, CEM, and marketing automation systems;
- the development directions of CRM systems.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IiEMU2_W04] The student possesses a comprehensive understanding of the complex nature of human roles and behaviors in organizations or projects, both at the individual and group levels.	The student discusses the roles and competencies of individuals involved in the development and customization of CRM systems in the context of the evolving needs of an organization.	[SW2] presentation/project/paper/ report
[IiEMU2_U03] The student is able to obtain and verify data from properly selected sources and to collect, process, and visualize it using modern econometrics, informatics or statistics tools.	The student is able to use CRM system functions to acquire, process, and utilize customer data in order to improve quality and increase the efficiency of processes, particularly in the areas of sales, marketing, and customer service.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[IiEMU2_U12] The student can adapt, design, create, and operate IT systems that support business entities.	The student is able to customize and create personalized applications supporting customer service processes using low-code platforms.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[IiEMU2_W05] The student possesses advanced knowledge and understanding of informatics, statistics, and econometrics techniques and tools used to acquire, process, or visualise data to aid in decision-making and verify research hypotheses.	(1) The student characterizes the functions of CRM systems and marketing automation systems, and explains their importance in implementing a company's strategy. (2) The student explains the capabilities and benefits of using selected IT solutions (including CRM systems, AI, and automated workflows) to improve customer service. (3) The student identifies and describes the development directions of IT systems in the areas of sales, marketing, and customer service.	[SW4] test/exam - oral or written

Subject contents

Lecture:

1. Basic principles of CRM and CEM.
2. IT tools supporting CRM and CEM concepts.
3. Market of CRM systems.
4. Tasks and functionality of CRM systems.
5. Tasks and functionality of marketing automation systems.
6. The use of AI in customer experience (relationship) management.
7. Directions of development of CRM systems.

Exercises:

1. Basic functions of the CRM system - managing accounts, contacts, activities.
2. Working with the CRM system in the area of sales, marketing and after-sales service.
3. System customization - managing settings, access rights, creating views, dashboards.
4. Building personalized applications in the low/no code approach - creating tables, forms, navigation.
5. Building mobile applications in the low/no code approach.
6. Creating business rules and business processes in CRM systems.
7. Construction of flows - automation of tasks and processes in CRM systems, integration with other IT solutions.
8. Integration CRM and BI tools.
9. Construction and use of AI models in CRM systems.

Prerequisites and co-requisites

Basic knowledge of the main types of management information systems.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
semester project	51.0%	40.0%
the written test	51.0%	20.0%
tasks carried out during classes	51.0%	40.0%

Recommended reading

Basic literature	Roger J. Baran, Robert J. Galka, Customer Relationship Management. The Foundation of Contemporary Marketing Strategy, Taylor & Francis, 2016. Materials posted on the Educational Portal.

	Supplementary literature	Buchnowska D., CRM systems and business analytics, [w:] Wrycza S., Maślankowski J. (eds.), Business Informatics. Theory and Practice, PWN, Warsaw 2019, (chapter 18). Błażewicz G., Marketing Automation. Towards artificial intelligence and hyperpersonalization, PWN, Warsaw 2021. Błażewicz G., Revolution with Marketing Automation. How to use the potential of Big Data, PWN, Warsaw 2016.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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