

Universities in Helsinki, Finland

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HELSINKI SUMMER SCHOOL

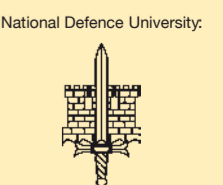
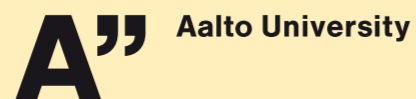
2010

August 3 to 19

Thinking Allowed

COURSES 2010

- Activity Theory and Formative Interventions
- Agriculture and Environment: Ecosystem Services
- Borders and Identities in Europe
- Business to Business Marketing
- Consumer Behavior
- Contemporary Nationalisms around the World
- Design and the City
- Developing Intercultural Competence
- Ecology and Management of Urban Green Space
- Environmental Services in Forest Management
- Interdisciplinary Product Development
- Introduction to Bioethics
- Introduction to Conceptual History
- Participatory GIS in Development Studies
- Profitable Customer Management
- Video in Research on Learning and Education
- Wood in Construction and Architecture





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PROFITABLE CUSTOMER MANAGEMENT

6 ECTS

August 3 to 19

It has become increasingly evident that focusing on shareholder value alone is not a solid basis for long-term success in business ventures. The value for shareholders in terms of returns on their investments comes from the portfolio of customers a company chooses to serve and their success in serving them. To manage customer relationships profitably as valuable assets, achieving the desired long-term returns on investments related to them, businesses need measurement systems that allow them to gauge the value of these customer relationships, also known as customer equity. Furthermore, the value of the different types of customer relationships in the customer portfolio has to become an integral part of strategic analysis and decision-making at the board level.

The objective of the Profitable Customer Management course is to study how businesses can manage their customer relationships as valuable assets in order to increase their value to the company. Students will learn how to measure

customer profitability, customer lifetime value, and customer equity, and how to develop strategies for the profitable management of different types of customer relationships. The course will also explore how the adoption of a customer equity perspective changes the role of marketing within the corporation.

This course consists of lectures, reading assignments, class discussions, case studies, individual and group work, presentations, and a final examination. The learning method will be highly interactive and focus predominantly on group work and discussions. The course is especially suitable for Master's degree students in marketing and management as well as business, but may also be of interest to students with their university studies in finance.

TEACHER

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Centre for Relationship Marketing and Service Management (CERS)

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Organiser:



Hanken School of Economics
Department of Marketing

HELSINKI SUMMER SCHOOL – THINKING ALLOWED

Helsinki Summer School is a three-week academic event organised every August by the universities in Helsinki, Finland. Each year we give advanced degree students from over 60 countries an unforgettable learning experience that combines high quality academics with a wide range of cultural and social activities. Our multi-disciplinary courses, all of which are taught in English, aim at stimulating thought and intellectual development in an open and diverse environment. As a city known for design, technology and its vibrant cultural life, Helsinki is sure to be the experience of a lifetime.

For further information, please visit our website at www.helsinki.fi/summerschool or contact us directly by email at summer-school@helsinki.fi.