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| <b>Title</b>                          | Customer Relationship Management  |                                     |
| <b>Duration</b>                       | 30 Hours  |                                     |
| <b>Course Credit</b>                  | 2   |                                     |
| <b>Type of Course</b>                 | Multi- Disciplinary   |                                     |
| <b>Mode of Lectures</b>               | Blended   |                                     |
| <b>Medium of Instructions</b>         | English   |                                     |
| <b>Pre- Requisite</b>                 | Basic Knowledge of Management Fundaments  |                                     |
| <b>Objective of the Course</b>        | The Objective of this course is to equip you with a sound foundation of CRM concepts and best practices so you can implement CRM practices successfully for Long-term profitability.  |                                     |
| <b>Expected Outcome of the course</b> | Learning various concepts and strategies of CRM   |                                     |
| <b>Course Content</b>                 | <p><b>1. Introduction to CRM</b><br/> Define CRM<br/> What is Relationship Marketing<br/> Relation Between CRM and Marketing<br/> Learning Relationship Process<br/> Six Market Framework<br/> Transactional vs Relationship Marketing<br/> Benefits of CRM<br/> Marketing Benefits<br/> Service Benefits<br/> Benefits to Customers<br/> Demand side factors<br/> Supply side factors</p> <p><b>2. Customer Retention Strategy</b><br/> Identify and Differentiate<br/> Interact and Customize<br/> What is ladder of loyalty?<br/> Relationship between ladder of loyalty and relationship marketing pyramid<br/> Impact of Customer Defections<br/> Types of Defectors<br/> Strategies to reduce customer defections<br/> Frequency Marketing<br/> Affinity Marketing<br/> Co- Branding and Affinity Marketing</p> <p><b>3. Managing and Sharing Customer Data</b><br/> Data vs Information<br/> Managing Customer Information – Databases<br/> Ethics and Legalities of Data use<br/> Tools for Capturing Information</p> <p><b>4. E-Commerce: Customer Relationships on the Internet</b><br/> CRM on the Internet<br/> Choosing the Right Vehicle<br/> Three Rules for Success on the road to e-commerce<br/> What does the future hold?</p> | <p>8</p> <p>8</p> <p>7</p> <p>7</p> |
| <b>Reference Book</b>                 | Kristin L. Anderson, Carol J. Kerr (2001) “Customer Relationship Management”, 1 <sup>st</sup> Edition, McGraw-Hill  |                                     |