MTM COLLEGE OF ARTS, SCIENCE & COMMERCE

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Certificate Course

CUSTOMER RELATIONSHIP MANAGEMENT

Syllabus

COURSE CODE: MTMCM15

Total hours: 30 hours

Course evaluation: Written Exam- 80 marks,Internal evaluation - 20 marks

Course Description

Customer Relationship Management, also known as CRM, helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. The objective of this business and management 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. Businesses aim to win and keep customers. Their competitors also seek to do the same. Even the most successful firms, with excellent marketing programs for attracting customers, have trouble with customer retention.

In this course, you will learn how to shift from a short-term customer transaction-based mode of operation to a long-term relationship mode and understand the benefits of having strong customer relations.

<u>Course Learning Outcomes</u>

- The meaning and application of CRM
- Benefits of CRM to companies and consumers
- How to implement CRM best practices
- How to build long term customer relationships

- The importance of bonding and building loyalty with customers

Syllabus

Module 1: Introduction to CRM

Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM   (5 hours)

Module 2: Building Customer Relationships

The why's and how's of building relationships with customers
(5 hours)

Module 3: Economics of CRM

 Lifetime value of customer, Activity based costing for customer profitability analysis   (5 hours)

Module 4: CRM Applications

Applications of CRM in different industries
(5 hours)

Module 5: CRM in Business Markets

CRM practices in Business Markets
(5 hours)

Module 6: CRM implementation

 CRM implementation process, precautions related to CRM implementation (5 hours)

Reference:

Customer relationship management -emerging concepts tools and applications

Editors: Jagadish N Sheth

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