



EFFECTIVE: JANUARY 2012

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain customer relationship marketing concepts, process and applications, as well as strategy and planning;
2. explain how to build and manage successful CRM teams;
3. explain how to blend CRM with a firm's overall business and marketing plans;
4. demonstrate an understanding of how to build relationships with customers and maintain their loyalty;
5. develop effective customer communications strategies and tactics;
6. create campaigns to generate new customers and prospects;
7. assess, plan, manage and know how to prioritize customer service
8. operate a simple customer database effectively;
9. integrate CRM with the myriad of

P: Textbooks and Materials to be Purchased by Students

Peelen, Ed; Customer Relationship Management, Latest Ed. Prentice Hall or equivalent