

**Short Term Certificate Courses**  
**Department of B.Voc Retail Management**  
**Course Title: 1) Certificate Course in Customer Relationship Management (CRM)**

**[A] Learning Objectives:**

- Customer Retention
- Customer Centricity
- Customer lifetime value
- Customer value management

**B] Learning Outcome:**

After completion of this course students can

- The meaning and application of CRM
- Benefits of CRM to companies and consumers
- How to implement CRM best practices
- The importance of bonding and building loyalty with customers
- How to build long term customer relationships

**Syllabus**

Sr. No.	Chapter	Topics	Lectures
1	Introduction to CRM	1.1 Introduction, 1.2 Concept of Customer Relationship Management, 1.3 Benefits of CRM, 1.4 How does it work? 1.5 Why should business adopt CRM?	06 hrs
2	Building Customer Relationship	2.1 Introduction 2.2 understanding the goal of CRM and Customer Touch Points, 2.3 Benefits to build customer relationship with customers 2.4 Building Customer Value and Loyalty 2.5 Types of CRM (Operational, Analytical and Collaborative)	06 hrs
3	Economics of CRM	3.1 Introduction 3.2 Lifetime value of customer 3.3 Activity based costing for customer profitability analysis	06 hrs
4	CRM Applications	4.1 Applications of CRM in different industries. 4.2 Components of CRM :Component 1 – Marketing Automation., Component 2 – Sales Force Automation. Component 3 – Customer Service Solutions / Case Management. 4.3 Conducting Market Research for database & Analyse information. 4.4 CRM application in B2B and B2C Markets.	06 hrs
5	CRM in Business Markets & CRM Implementation	5.1 CRM practices in Business Markets 5.2 CRM implementation process, 5.3 Precautions related to CRM implementation.	06 hrs