

## SYLLABUS

The basic course informations:			
<b>Academic Unit:</b>	<b>Faculty of Tourism and Environment</b>		
<b>Title:</b>	<b>Customer Relationship Management</b>		
<b>Level:</b>	<b>Master</b>		
<b>Status:</b>	<b>Elective</b>		
<b>Year of studies:</b>	<b>II</b>		
<b>The number of hours per week:</b>	<b>4</b>		
<b>ECTS:</b>	<b>6</b>		
<b>Time / Location:</b>			
<b>Course Professor:</b>			
<b>Contact details:</b>	<b>@ushaf.net</b>		
<b>Course description:</b>			
	<p><i>Customer Relationship Management is a subject that examines planning, designing and creating a database, and focuses on the role of CRM in the firm's marketing strategy, with emphasis on building customer relationships and providing service. Companies try to use CRM to identify, purchase, raise and retain customers to gain competitive advantage and maximize profit</i></p>		
<b>Objectives:</b>			
	<p><i>The objective of this module is to introduce with the concepts and methods of managing customer-customer relations. The course will focus on the orientation and methodology that the enterprise should use to achieve success. Students will explore three key elements of building databases, data, technological side and technical statistics.</i></p>		
<b>Learning outcomes:</b>			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> <li>• <i>understand how analytical techniques and computer models can increase the accuracy of decision-making with data conversion in formations.</i></li> <li>• <i>analyze marketing phenomena and processes in ways that are appropriate for making decisions.</i></li> <li>• <i>elaborate number of examples of successful database use.</i></li> <li>• <i>develop their skills to build, modify, and implement customer-customer relationship management.</i></li> </ul>		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	4	15	60
Practical work			
Contacts with the teacher / consultants	1	15	15
Field exercises			

Seminars	2	2	4
Homework			
Student study time (in library or at home)	4	15	60
Final Preparation for Examination	1	10	10
Time spent on assessment (tests, quiz, final exam)	1	1	1
Projects, presentations, etc.			
<b>Total</b>			<b>150</b>
<b>Methodology of teaching:</b>			
	<i>Lectures and exercise combined with case studies</i>		
<b>Methods of assessment:</b>			
	<i>Seminar (case study)30%</i> <i>Exam 70%</i>		
<b>Literature</b>			
<b>Literature:</b>	1. Francis Buttle, <i>Customer Relationship Management, Concept and Technology</i> , 2-nd Edition, 2008.		
<b>Supplementary Literature:</b>	2. <i>The CRM Handbook: A business guide to Customer Relationship Management</i> -Jill Dyche 2001. 3. Lakshman Jha, <i>Customer Relationship Management: A Strategic Approach</i> . ISBN 9788190721127. Retrieved 8 June 4. <i>Types of CRM and Examples   CRM Software</i> ". <a href="http://www.crmsoftware.com">www.crmsoftware.com</a> . Retrieved 22 November 2015.		
<b>The lesson plan Design:</b>			
<b>Week</b>	<b>Lectures to be held</b>		
<b>WEEK 1:</b>	<b><i>The Importance of Customer Relationship Management Database Technology</i></b>		
<b>WEEK 2:</b>	<b><i>Understanding the CRM Database</i></b>		
<b>WEEK 3:</b>	<b><i>Tools and Software</i></b>		
<b>WEEK 4:</b>	<b><i>Uses of CRM database</i></b>		
<b>WEEK 5:</b>	<b><i>3 Main CRM Blocks: (1) data, basic customer analysis</i></b>		
<b>WEEK 6:</b>	<b><i>3 main CRM system blocks: (2) technology, basic customer analysis</i></b>		
<b>WEEK7:</b>	<b><i>3 main CRM system blocks: (3) statistical techniques</i></b>		
<b>WEEK 8:</b>	<b><i>CRM Theory</i></b>		
<b>WEEK 9:</b>	<b><i>CRM Development</i></b>		
<b>WEEK 10:</b>	<b><i>Data, Information and Technology</i></b>		
<b>WEEK 11:</b>	<b><i>CRM: Impact on sales and Marketing strategy</i></b>		
<b>WEEK 12:</b>	<b><i>CRM Evaluation</i></b>		
<b>WEEK 13:</b>	<b><i>Privacy</i></b>		
<b>WEEK 14:</b>	<b><i>Ethics of CRM</i></b>		
<b>WEEK 15:</b>	<b><i>Future of CRM</i></b>		

**Academic policies and rules of conduct:**

*Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.*