

Course Description**MAR4860 | Customer Relationship Management | 3.00 credits**

In this course students will learn how to effectively manage relationships with customers to increase customer satisfaction, loyalty, and retention. They will learn about customer behavior, communication strategies, data analysis techniques and CRM tools and technics to better understand and meet the needs of their customers. Prerequisite: MAR 3803.

Course Competencies

Competency 1: The student will be able to demonstrate the concept of customer relationship management and how it can benefit a business by:

1. Identifying and analyzing customer needs and behaviors to develop targeted marketing strategies
2. Illustrating how to create and implement customer loyalty programs and retention strategies
3. Evaluating the effectiveness of customer service processes and make necessary improvements
4. Practicing the ethical considerations of customer data collection and use
5. Analyzing customer feedback and use it to make informed business decisions
6. Developing a comprehensive customer relationship management plan for a business

Competency 2: The student will be able to illustrate how to utilize a CRM software to manage customer data and interactions by:

1. Investigating how to connect with and earn attention of the most promising leads
2. Evaluating methods of sales calls and presentations that drive results
3. Organizing records in a leading CRM software to identify the best contacts to reach out to
4. Generating most out of CRM features when contacting leads
5. Applying CRM to meet customer retention goals
6. Improve the customer journey through customer feedback and advocacy

Competency 3: The student will be able to demonstrate the ability to formulate strategy for content marketing automation by:

1. Identifying and personalizing content to audience based on consumer journey
2. Developing and scheduling content for distribution
3. Utilizing email marketing and marketing automation platforms
4. Analyzing and measuring the success of content marketing campaigns
5. Illustrating how to integrate content marketing with other marketing channels (such as social media and paid advertising)
6. Examining best practices for creating and distributing high-quality, engaging content

Competency 4: The student will be able to demonstrate the ability to formulate strategy for email marketing automation by:

1. Describing how to create and set up automated email campaigns using email marketing software
2. Analyzing how to segment email list and create targeted campaigns to specific groups of people
3. Evaluating how to personalize emails using variables and merge tags to create a more personalized experience for the recipient
4. Comparing and contrasting different triggers (such as abandoned cart or sign-up for a newsletter) and how to set up workflows to automatically send emails based on those triggers
5. Applying A/B testing to optimize email campaigns for better results
6. Analyzing and tracking the results of email campaigns and utilizing analytics to make data-driven decisions about email marketing efforts

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively