### Course Competency

**Competency 1**: The student will understand the theory of CRM and value creation by:

1. Discussing the meaning of value and how and what value an organization can provide to its customer.
2. Examining the total product offer, and the benefits of goods and services that the customer perceives.
3. Exploring the relationship between value and pricing.
4. Defining the concept of customer value, and how organizations analyze and target their customers.

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
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<tbody>
<tr>
<td>• Critical thinking</td>
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<tr>
<td>• Computer / Technology Usage</td>
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**Competency 2**: The student will comprehend the importance of establishing and maintaining relations with customers by:

1. Analyzing where and how customer data and demographics is collected and evaluated.
2. Utilizing operational CRM techniques to evaluate the significance of each customer, order potential, marketing strategies for the customers, and customer needs.
3. Exposing them to communicational CRM which develops communication channels with the customer to keep them engaged with the organization.
4. Using collaborative CRM techniques to develop customer relationship-oriented goals at an organizational level.

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<tr>
<td>• Information Literacy</td>
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<td>• Cultural / Global Perspective</td>
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<td>• Computer / Technology Usage</td>
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**Course Description:**

This course provides an introduction into Customer Relationship Management (CRM). Students will be exposed to concepts ranging from identifying customer needs, communication channels, customer acquisition cost, demographics, and target marketing. Students will learn the role CRM plays in a sales strategy. (3 hr. lecture)
**Competency 3:** The student will distinguish between B2B (Business-to-Business) and B2C (Business-to-customer) CRM sales techniques by:

- Information Literacy
- Computer / Technology Usage

1. Explaining the channels and connections of B2B transactions and forming relationships with vendors, affiliates, suppliers, etc.
2. Analyzing the role of sales when working with a customer, buyer behavior and the transaction process.

**Competency 4:** The student will explore various CRM technology platforms and their role sales by:

- Numbers / Data
- Information Literacy
- Computer / Technology Usage

1. Defining the roles CRM platforms play in creating customer connections and maintaining customer relationships.
2. Explaining the various types of data collected and analyzed to maintain an overview of customers.
3. Exploring the CRM platforms/tools used to find leads and prospects.
4. Analyzing CRM metrics such as customer acquisition cost, sales cycles, and customer life value by using CRM technology.