Miami Dade College

Course Description
MKA1160 | Customer Relationship Management | 3.00 credits
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.

Course Competencies:
Competency 1: The student will understand the theory of CRM and value creation by:
1. Demonstrating the meaning of value and how and what value an organization can provide to its customers
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 customer value and how organizations analyze and target their customers

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 are collected and evaluated
2. Demonstrating CRM techniques to evaluate each customer's significance, order potential, marketing strategies, 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

Competency 3: The student will distinguish between B2B (Business-to-Business) and B2C (Business-to-customer) CRM sales techniques by:
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
3. Comparing and contrasting the differences between B2B and B2C CRM techniques

Competency 4: The student will explore various CRM technology platforms and their role in sales by:
1. Defining CRM platforms' roles 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 for finding leads and prospects
4. Using CRM technology to analyze CRM metrics such as customer acquisition cost, sales cycles, and customer life value

Learning Outcomes:
- Use quantitative analytical skills to evaluate and process numerical data
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Use computer and emerging technologies effectively