

Faculty of Commerce & Business Administration

Customer Relationship Management

Information :											
Course Code :	MKT 403	Level	:	Undergraduate	Course Hours :	3.00- Hours					
Department :	t: Department of Marketing										
Instructor Infor	mation :										
Title		Name				Office hours					
Lecturer	Sara Moha										
Area Of Study :											

Description :

This course introduces the basic theories and methodology of customer relationship management, including identifying profitable customers, understanding their needs and wants, and building a bond with them by developing customer-centric products and services directed toward providing customer value. Topics will cover the issues in the customer life cycle: market segmentation, customer acquisition, basket analysis and cross-selling, customer retention and loyalty, and practical issues in implementation of successful CRM programs.

Course Topic And Contents :			
Торіс	No. of hours	Lecture	Tutorial / Practical



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Course Notes :

Recommended books :

Periodicals :

Web Sites :

http://www.fue.edu.eg