

Faculty of Commerce & Business Administration

Customer Relationship Management

Info	rm	211	Λn	

Course Code: MKT 403	Level	:	Undergraduate	Course Hours :	3.00- Hours
Department : Department of Man	rketing				
Instructor Information:					
Title	Name				Office hours
Lecturer	Sara Mo	hame	d AbdelAziz El Mena	awy	

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 :			
Topic	No. of hours	Lecture	Tutorial / Practical



Course Topic And Contents :			
Topic	No. of hours	Lecture	Tutorial / Practical
Course Notes :			
Recommended books :			
Periodicals :			
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Web Sites :			