# NATIONAL INSTITUTE OF TECHNOLOGHY, TIRUCHI – 620 015.

# CUSTOMER RELATIONSHIP MANAGEMENT

**COURSE PLAN**

Faculty : Dr. V.J. Sivakumar Credits : 3

# COURSE OBJECTIVES

Customer Relationship Management provides a customer focused business strategy designed to optimize profitability, revenue and customer satisfaction across all interaction channels. The emphasis is on what CRM is and how one can use it as a key competitive advantage. To develop concepts, tools, techniques, leading trends and best practices in CRM.

# TEACHING METHOD

Lectures, class discussions will enable understanding of CRM concepts and decision making process involved. Project will lead to understanding of applicability of concepts and theory in the local context.

# BOOKS RECOMMENDED

Stanley A. Brown – Customer Relationship Management – PricewaterhouseCoopers

Green – CRM at the speed of light – Tata Mcgraw Hill

Jagdish N. Sheth and others – Customer Relationship Management – Tata McGraw Hill

Barnes James G – Secrets of Customer Relationship Management – McGraw Hill

Gosney John W & Boehm Thomas P – Customer Relationship Management essentials - PHI

Jill Dyche – The CRM Handbook – Pearson Education Asia

H Peeru Mohamed – Customer Relationship Management – Vikas Publishing House

S. Shajahan - Relationship Marketing – Tata McGraw Hill

William G. Zikmund – Customer Relationship Management – Wiley

# COURSE OUTLINE

1. **Marketing: Evolution and new Paradigms**
2. **CRM – Definition and the Basic Concepts**
3. **CRM and Services Marketing**
4. **Tools for CRM**
5. **Key Account Management**
6. **CRM and Knowledge Management**
7. **Data Mining and Data Warehousing**
8. **Real-world applications**
9. **Strategies for profitable dialog with customers**
10. **CRM implementation and effectiveness**
11. **Case studies**

**Evaluation: 15 marks for individual written assignment on CRM practiced in any of the organizations. 10 marks for group case study presentation in the class. 25 marks for cycle test and 50 marks for trimester exam.**