Faculty of Commerce & Business Administration

Customer Relationship Management

Information :

Course Code :	MKT 403	**Level :**	Undergraduate	**Course Hours :**	3.00- Hours
Department :	Department of Marketing				

Instructor Information :

Title	Name	Office hours
Associate Professor	Soha Abdelmoneam Mohammed Shalabi	1

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

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Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical

Course Notes :

Recommended books :

Periodicals :

Web Sites :

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