

## 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 Notes :**

**Recommended books :**

**Periodicals :**

**Web Sites :**