

# Customer Relationship Management

## Course Syllabus

## Welcome to **Customer Relationship Management** Course

This document will guide you through the course syllabus and provide important information related to this course.



### COURSE AGENDA

Week	Section Name	Topics Covered
0	Welcome to the Course	<ul style="list-style-type: none"><li>• Introduction to the Course</li><li>• Navigation in edX</li><li>• Pre-course Survey</li><li>• Meet the Team</li></ul>
1	Introduction to CRM	<ul style="list-style-type: none"><li>• Introduction to the Week</li><li>• What is CRM?</li><li>• Criticality of Customer Relationships</li><li>• Benefits of Customer Relationships</li><li>• Why Should Businesses Adopt CRM</li><li>• Expert Insights</li><li>• Graded Assessments</li><li>• Week 1 Wrap up</li></ul>

2	Building Customer Relationships	<ul style="list-style-type: none"> <li>• Introduction to the Week</li> <li>• IDIC Framework</li> <li>• Ladder of Loyalty</li> <li>• Customer Bonds</li> <li>• Customer Defections</li> <li>• CRM Framework</li> <li>• Expert Insights</li> <li>• Graded Assessment</li> <li>• Week 2 Wrap up</li> </ul>
3	Economics of CRM	<ul style="list-style-type: none"> <li>• Introduction to the Week</li> <li>• Evolution of Marketing Practices</li> <li>• Customer Share Vs Market Share</li> <li>• Lifetime Value of Customers</li> <li>• Activity Based Costing for CRM</li> <li>• Customer Equity</li> <li>• Expert Insights</li> <li>• Graded Assessment</li> <li>• Weekly Wrap up</li> </ul>
4	CRM Applications	<ul style="list-style-type: none"> <li>• Introduction to the Week</li> <li>• CRM in Services</li> <li>• Applications of CRM</li> <li>• Expert Insights</li> <li>• Graded Assessment</li> <li>• Weekly Wrap up</li> </ul>

5	CRM in B2B Markets	<ul style="list-style-type: none"> <li>• Introduction to the Week</li> <li>• CRM in Business markets</li> <li>• Importance of CRM in B2B markets</li> <li>• Buhler Interviews</li> <li>• Pidilite Interview</li> <li>• Expert Insights</li> <li>• Graded Assessment</li> <li>• Weekly Wrap up</li> </ul>
6	CRM Implementation	<ul style="list-style-type: none"> <li>• Introduction to the Week</li> <li>• Technology for CRM</li> <li>• CRM implementation</li> <li>• Operational issues in implementing CRM</li> <li>• Expert Insights</li> <li>• Graded Assessment</li> <li>• Weekly Wrap up</li> </ul>



## TIME COMMITMENT

### Course Length:

- 6 weeks of content
- **Weekly Commitment**

**3-5** hours per week. This includes the time spent in going through the course materials (videos and reading materials), completing the assessment(s) and participating in the discussion forums.



## GRADING SCHEME

### Grading Scheme

The course follows an End of Week assessment scheme, which consists of multiple choice questions. There are **6** graded assessments in this course. The score from each assessment will contribute to the final score, which you can track using the Progress tab. Weeks 1, 2, 3, 6 carry 20% weightage. While, weeks 4 and 5 carry 10% weightage. The **due date** for all weekly assessments is **February 22, 2018**.

You can upgrade to the **verified track any time** before **February 13, 2018**. In order to receive a *verified certificate* for this course, you will need to get a total score of **50%** or higher.

**Note:** The ungraded assessments are interspersed throughout the course to recall what you have learnt so far. These **do not** count for final assessments and will not show up on the **Progress** tab.



## GETTING HELP

For course-related questions, use the discussion forums.

For general edX-related queries, visit [Student FAQs](#) on the edX website.

For any technical issues, use the **Support** button on edX course page (screenshot attached below).

