

**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
Lecturer	Sara Mohamed AbdelAziz El Menawy	
Assistant Lecturer	Sherif Mohamed Kamal Mahmoud Hussien	

**Area Of Study :**

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**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 :**

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**Recommended books :**

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**Periodicals :**

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**Web Sites :**

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