UNIVERSITY OF MUMBAI

M.Com. (Business Management) – Semester II

Customer Relationship Management

Particulars	Details
Programme	M.Com. (Business Management)
Course Name	Customer Relationship Management
Total Credits	04
Total Marks	100
University Assessment	50
College Assessment	50
Prerequisite	

Learning Objectives

• To enable the learners to understand Customer relationship management concept from marketing management perspective.

• The course would enable the students to understand the growing importance of CRM.

• To acquaint the learners with understanding CRM benefits from organisations and customers point of view.

Course Outcomes

• CO1. Understand the basic concepts and process of CRM

• CO2. Analytical understand use and application of CRM strategies

Module 1

Unit 1: Customer Relationship Management

• Concept and Process of Customer Relationship Management; Objectives of CRM; Customer Value Management; Customer satisfaction and Customer Retention.

• Measuring CRM; Customer Experience Management.

Unit 2: Customer Service and Customer Relationship Marketing

• Consumer Needs; Purchase Patterns; Concept of Consumer Behaviour; Importance of Consumer Behaviour.

• Nature of Customer Service; 4Cs in Customer Service Strategy; Relationship Marketing; Relationship Marketing Process; Strategies for building relationship.

Module 2

Unit 3: Customer Loyalty and Customer Engagement

• Customer Loyalty and Perceived Goal; Strategies for customer loyalty Development; Role of Social Media in changing customer loyalty; Public Relations Strategies.

• Meaning of Customer Engagement; Customer Engagement Marketing Model.

Unit 4: E-CRM

• Approaches to CRM with use of different software packages; operational CRM; Analytical CRM; Sales Intelligence CRM; Campaign CRM; Use of internet tools—blogging, twitter, emails, Myspace, facebook as interactive public relations tools.

• Data Security System and Privacy of customers collected information.

References

• Marketing Management by M Govindarajan, PHI Learning, 2009.

• Marketing Principles and Management by S A Sherlekar, Himalaya Publishing House, 2023.

• Market Based Management by Roger J. Best, PHI Learning Pvt Ltd, New Delhi, 2009.

• Marketing Management by Rajan Saxena, Tata McGraw Hill Publishing Co Ltd, New Delhi, 2002.

• Handbook of Research on Customer Engagement, edited by Linda D. Hollebeek, David S., Edward Elgar Publishing, UK, 2019.

• PR Management by Dr Sandeep Sharma, Random Publications, New Delhi, 2022.

• Consumer Behaviour and Brand Preference by Dr Vikram Shinde, Satyam Publishers, Jaipur, 1995.