

Module Title	Customer Relationship Marketing
Class Contact Hours	45 hours
Module Value	0.75
Module Rationale/Aims	To provide important insights on leading trends and best practices in customer relationship marketing. Also, it provides an in-depth understanding of what customers actually mean to a business; and, conversely, what a business must mean to an individual customer to maximize its marketplace position and long-term success.
Pre-requisites/Co-requisites	Marketing
Learning Objectives	To enable students to: <ul style="list-style-type: none">• understand what CRM is and how to use it as a key competitive advantage;• realize the leading trends and best practices in CRM;• explore the role of people, processes and technology to enable CRM;• understand relationships in marketing and how these influence marketing strategy