



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

LESSON PLAN

Name of the Course	Customer Relationship Management	Lecture	3
Type of the Course	Elective – Marketing	Theory	0
Course Code	PMF16	Practical	0
Semester	III & IV	Seminar	1
Maximum Hours	45	Credits	3

Unit. No.	Details	Teaching type	Level	Method	Hours
Unit I	Evolution of Customer Relationship: CRM-Definition, Emergence of CRM Practice, Factors responsible for CRM growth	Understanding	L2	Lecture	3
	CRM process, framework of CRM, Benefits of CRM	Understanding	L2	Lecture	2
	Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM	Understanding	L2	Lecture	2
	CRM and Cost Benefit Analysis, CRM and Relationship Marketing.	Understanding	L2	Lecture	2
Unit II	CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity.	Understanding	L2	Lecture	3
	Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value.	Understanding	L2	Lecture	2
	Customer Experience Management, Customer Profitability, Enterprise Marketing Management	Understanding	L2	Lecture	2
	Customer Satisfaction Measurements, Web based Customer Support	Understanding	L2	Lecture	2
Unit III	Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives	Understanding	L2	Lecture	3
	Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs	Understanding	L2	Lecture	2
	Elements of CRM plan, CRM Strategy	Understanding	L2	Lecture	2
	The Strategy Development Process, Customer	Understanding	L2	Lecture	2



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	Strategy Grid.				
Unit IV	CRM and Marketing Strategy: CRM Marketing Initiatives, Sales Force Automation	Understanding	L2	Lecture	2
	Campaign Management, Call Centers. Practice of CRM	Understanding	L2	Lecture	3
	CRM in Consumer Markets, CRM in Services Sector	Understanding	L2	Lecture	2
	CRM in Mass Markets, CRM in Manufacturing Sector.	Understanding	L2	Lecture	2
Unit V	CRM Planning and Implementation: Issues and Problems in implementing CRM, Information Technology tools in CRM	Understanding	L2	Lecture	3
	Challenges of CRM Implementation. CRM Implementation Roadmap	Understanding	L2	Lecture	2
	Road Map (RM) Performance; Measuring CRM performance.	Understanding	L2	Lecture	2
	CRM Metrics and Revision	Understanding	L2	Lecture	2
TOTAL HOURS					45

Note:

Teaching Type	Level	Method
Memory level	L1	Drill, Review and Revision and Asking the question
Understanding level	L2	Lecture method, lecture demonstration method, discussion method, inductive and deductive, exemplification and explanation methods
Reflection level	L3	Problem solving method, investigating projects, Heuristic method, Experimental method, Inquiry oriented method, analytic method