



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

CUSTOMER RELATIONSHIP MANAGEMENT								
IV SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
22MBA026M	Professional Elective	L	T	P	C	CIE	SEE	Total
		3	0	-	3	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basics of Services Marketing and Retail Management								

COURSE OVERVIEW:

This course provides an understanding of the concepts, evolution, and importance of Customer Relationship Management in modern organizations. It explains how businesses build and maintain long-term relationships with customers using customer data, analysis, and effective communication strategies. The course focuses on CRM processes, customer life cycle, customer value, and strategies for customer acquisition and retention. It also discusses various CRM models, structures, and their applications in business organizations. Finally, the course highlights CRM planning, implementation, analytical and operational CRM tools, and the role of technology such as data warehousing and data mining in CRM.

COURSE OBJECTIVES:

- To understand the concept, evolution, and importance of Customer Relationship Management in organizations.
- To analyze customer behavior, customer value, and strategies for building strong customer relationships.
- To study the CRM process and its role in marketing and business organizations.
- To examine different CRM models and strategies for customer acquisition, retention, and development.
- To understand CRM planning, implementation, and the use of CRM tools and technologies such as e-CRM, data warehousing, and data mining.

COURSE OUTCOMES: After completion of the course, students should be able to

1. Explain concepts, evolution, goals, components, benefits, strategic significance, applications, and challenges of CRM in consumer - business markets.
2. Build customer relationships by analyzing profiles, behaviors and lifecycle stages for guiding effective CRM strategies.
3. Implement CRM processes & tools for boosting customer relationships and marketing impact in retail.

4. Examine key CRM models in developing strategies on customer acquisition, retention and development across different business contexts.
5. Describe strategic CRM planning, challenges, tools of analytical - managerial functions and components with CRM software packages.

UNIT-I: Introduction to CRM

Concepts, Evolution, Need, understanding goals and objectives of CRM, Components of CRM, Benefits, CRM as a strategic marketing tool, CRM significance to the stakeholders, CRM Applications in Consumer and Business Markets, CRM Issues & Problems.

UNIT-II: Building Customer Relations

Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's -Customer life time value – Selection of Profitable customer segments - Customer Life Cycle, Business Networks and CRM.

UNIT-III: CRM Process

Introduction and Objectives of a CRM Process; an Insight into CRM and e- CRMA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Value Chain, CRM Affiliation in Retailing Sector

UNIT-IV: CRM Structures

Elements of CRM – CRM Process – Strategies for Customer acquisition Customer Retention and Development – Strategies for Customer Retention, Models of CRM – G- SPOT Model, KOEL's Model, Web Qual Audit Model, ONYX Model-CRM Road map for business applications.

UNIT-V: CRM Planning and Implementation

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM –Operational CRM – Call centre management – Role of CRM Managers, Trends in CRM- e-CRM Solutions –Features and advantages of e CRM, Functional Components of e CRM- Data Warehousing – Data mining for CRM – an introduction to CRM software packages

TEXT BOOKS:

1. Jagdish N. Sheth, Atul Parvatiyar and G. Shainesh – Customer Relationship Management: Emerging Concepts, Tools and Applications, Tata McGraw-Hill.
2. Francis Buttle and Stan Maklan – Customer Relationship Management: Concepts and Technologies, Routledge.
3. V. Kumar and Werner J. Reinartz – Customer Relationship Management: Concept, Strategy, and Tools, Springer.
4. Kristin Anderson and Carol Kerr – Customer Relationship Management, McGraw-Hill.
5. Alok Kumar Rai – Customer Relationship Management: Concepts and Cases, PHI Learning.

REFERENCE BOOKS:

- G. Shainesh, Jagdish, N.Sheth, Atul Parvatiyar, Customer Relationship Management: Emerging Concepts, Tools and Applications, Macmillan2005.
- Francis Buttle, Customer Relation Management: Concepts and Technologies, 2e, Routledge, 2013.
- Ekta Rastogi, Customer Relation Management: Text and Cases, Excel Books,2011.

- Zikmund, Customer Relationship Management, Wiley2012.
- Paul Greenberg, CRM at the speed of light, 4e, TMH,2009.
- Lakshman Jha, Customer Relationship Management: A Strategic Approach, Global India Pvt Ltd,2008.

ELECTRONIC RESOURCES:

1. http://catalogue.pearsoned.ca/assets/hip/ca/hip_ca_pearsonhighered/samplechapter/0131204017.pdf
2. http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
3. <https://www.welingkaronline.org/autoptlibrary/librarynotices/retailmanagement.pdf>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

