

4 th semester	21MBA402J	Retail Marketing Management	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

- To be aware of the nuances of customer relationship.
- To analyse the CRM link with the other aspects of marketing.
- To impart the basic knowledge of the Role of CRM in increasing the sales of the company.
- To make the students aware of the different CRM models in service industry.
- To make the students aware and analyse the different issues in CRM.

Module I:

Concept of Customer Relationship Management: Evolution and benefits of CRM, Framework - Strategic Imperative-Adoption and implementation of CRM- The CRM Roadmap- Customer Centric, Marketing, and Internal Marketing; Operational issues in implementing CRM-Process view, Attraction vs Retention; Conceptual Foundations-Evolution and Benefits of CRM; Building Customer Relationship-Zero Customer Defection, CRM Framework.

Module II:

The architecture of CRM: Fundamental components of CRM- Operational, Analytical and Collaborative, SFA, EMA, CSS, Technical considerations, E CRM.

Implementation of CRM: Components of CRM Solution, Campaign Management, Sales Force Automation, Customer Service & Support, CSS Capabilities, CRM Implementation Roadmap, Customer centric Organizational structure, Internal Marketing, Decisions related to CRM implementation, Loyalty Programs, Reward Programs, CRM Programs, Role of Employees, Challenges of CRM Implementation

Module-III

Economics of Customer Relationship Management: Market Share vs Customer Share orientation, CLV and its calculation, Markov Analysis, Analytics in CRM, Activity based Costing, Customer profitability
CRM Applications- Characteristics of Services, Service Quality Dimensions, Service Quality, Satisfaction and Loyalty, Customer Defections, Service Recovery, CRM in Healthcare, Hospitality, Banks and Airline, CRM in business markets, Key account Management

Books:

- Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH..
- Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases",PHI.
- Ken Burnett, the Handbook of Key "Customer Relationship Management", Pearson Education.

Devi

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