

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.M.S. (SEMESTER - V)

SUBJECT: MARKETING - CUSTOMER RELATIONSHIP MANAGEMENT

Sr. No.	Course Objectives	Course Outcomes
1)	To describe the concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management	Learners will perceive the concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
2)	To deliver insight into CRM marketing initiatives, customer service and designing CRM strategy	Learners will have a perception on CRM marketing initiatives, customer service and designing CRM strategy
3)	To identify new trends in CRM, challenges and opportunities for Organizations	Learners will recognize about the new trends in CRM, challenges and opportunities for organizations
4)	To discuss strategy, planning, implementation and evaluation under CRM	Learners will comprehend the strategic process of CRM