

## Customer Centric Marketing and CRM

### Course Contents:

- Understanding Customer Centricity: Creating and delivering customer value, Customer centricity and the role of marketing, Understanding the marketing landscape
- Introduction to Customer Relationship Management (“CRM”)
- CRM-An enterprise-wide (vs. program /project) view
- CRM Strategy, Planning, Process and Structure
- CRM and its measurement-Customer Equity and Customer Life Time Value (“CLV”)
- Key performance Indicators in CRM
- Technology challenges and issues in making CRM a reality
- CRM Implementation- a key to success
- CRM in different markets –B2B, B2C, services and manufacturing e-CRM
- CRM and its economics
- Current Trends, Issues and Challenges in CRM
- CRM tools and online exercises/software Demo/Activities
- Customer-Centric Marketing: sustainable marketing planning, its barriers, and how to overcome them by demonstrating how sustainable development practices and digital marketing techniques work naturally together to add value, leading to improved customer satisfaction, better relationships and increased effectiveness

<b>Resources:</b>		
1	Text Books	Greenberg P., CRM at the Speed of Light, Fourth Edition: CRM Strategies, Tools, and Techniques for Engaging Your Customers
		Richardson N., Kelly N., Customer-Centric Marketing: Supporting Sustainability in the Digital Age (2015)
		Customer Relationship Management: Jagdish Sheth & G Shainesh

		Jill Dyché, The CRM Handbook: A Business Guide to Customer Relationship Management
2	Reference Books	CRM: Emerging Concepts, Tools and Applications: Jagdish Seth & Parvatiyar
		CRM Essentials: J W Gosney
		Guay M., The Ultimate Guide to CRM Apps (Zapier App Guides Book 1)
		Siegel E., Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die
3	Web Article	Marketing: Building A Customer-Centric Marketing Ecosystem <a href="http://www.forbes.com/sites/danielnewman/2015/02/17/marketing-building-a-customer-centric-marketing-eco-sys">http://www.forbes.com/sites/danielnewman/2015/02/17/marketing-building-a-customer-centric-marketing-eco-sys</a>