



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: PGDM

Term: V

Name of the subject: CRM & Customer Centric Marketing

Maximum marks: 50

No. of Sessions: 5

Name of the Faculty: Sushama Dave

Mobile No: 9702016821

Email: sdave@vpmthane.org

Weblink:

Learning Objectives:

To understand the importance and role of a good customer relationship management strategy and how it is more than a process and becomes a culture of the organisation.

Reference Books:

CRM : The Foundation of Contemporary Marketing Strategy by Baran Roger J.
Customer Relationship Management by Bhome Shraddha and Ghura Amarpreet Singh.



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Business growth drivers, types of customers and difference between Product Centric and Customer Centric Organisations.	marketculture.files.wordpress.com Customer Relationship Management by Bhome Shradha and Ghura Amarpreet Singh.	Know the motivation behind customer behaviour and their actions	Interaction and discussion
2	Components of Customer Centric Marketing and how can a organisation become Customer Centric. Customer engagement and interaction. A Modern Marketing Map for Customer-centric Success	CRM: The Foundation of Contemporary Marketing Strategy by Baran Roger J.	Learning how to design a customer-centric marketing campaign for your own business or for an organization	Case Study Discussion
3	Customer Acquisition and Retention, Providing the right offers and Digital Customer Centric Marketing.	Digitalmarketinginstitute.com Custorau		Fashion Wear Delhi Case Study – Internal Assessment
4	Understanding CRM, role of a robust database, maintaining a customer profile and its importance in effective CRM.	https://www.infusionsoft.com/crm-database https://www.tutorialspoint.com/customer_relationship_management/customer_related_data_bases.htm	Understand the strategies & practices aimed at winning and retaining customers profitably	Internal assessment assignment. Each individual was given a product and had to strategise a plan for customer centric marketing and identify modern tools
5	Types of CRM, CRM process, CRM Software Buying Considerations, Cloud based CRM	www.salesforce.com	Identify key milestones in the relationship management process	Class interaction, discussion



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2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Design a Modern Marketing Strategy for given category of products		
4	Book Review			
5	Group Discussion	Customer interaction tools used by brands		<u>Blogs</u>
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Examples of customer centric marketing from Kulzy		<u>Kulzy.com</u>
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation	Modern Marketing Map (digital) – Customer Centric Marketing	10
Case Study	Internal assessment Case Analysis	10
Participation	Presentation, discussion and interaction	5
Others		

Signature of Faculty

Signature of the Co-ordinator