

Customer Relationship Management – JSPM313

Faculty	Dr. Sandeep Puri
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Credit – 2

Course workload

Using the table below, indicate the expected student workload per week for this Course.

Contact Hours (20 for 2 credit course and 30 for 3 credit course)	Group Work/ Supervised Learning Hours	Directed Learning Hours (learning on one's own)	Total Hours (should be not less than three times the contact hours)
20	10	30	60

Learning Objectives of the Course

1. Emphasize on the importance of acquiring customers and retaining them for a lifetime.
2. Construct an effective CRM program.
3. Exhibit good knowledge of CRM strategies and marketing tools.
4. Demonstrate informed strategic capabilities through application of conceptual knowledge with applied orientation in both local and global context.

Topics Covered

- key elements of implementation of customer centric CRM strategy.
- Importance of customers
- Customer Acquisition and Retention
- Relationship Marketing
- Customer Loyalty
- CRM Implementation
- Brand Differentiation through CRM
- Managing Unhappy Customers
- Neuroscience Behind Human Relationships

For additional details, visit : <https://jagsom.edu.in/careertrack/>
Meet our faculty: <https://jagsom.edu.in/faculty-directory/>