

**POST GRADUATE DIPLOMA IN CUSTOMER RELATIONSHIP MANAGEMENT
(PGDCRM)**

PROGRAMME CURRICULUM

Semester I

1. Customer Relationship Management (CRM)
2. Consumer Behavior
3. Sales and Distribution Management (S & D mgmt.)
4. Services Marketing
5. CRM in Service Industry

1. Customer Relationship Management (CRM)

1. Introduction to customer Relationship Management
2. Customer Satisfaction and Loyalty
3. Relationship and Retention
4. Services Marketing and CRM
5. Data Management
6. Sales Force Automation
7. Implementing a CRM Programme
8. Effective CRM Today and Tomorrow

2. Consumer Behaviour

1. Consumer Behaviour
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

3. Service Marketing

1. Introduction to Services
2. Customer Expectations & Service Perceptions

3. Service Models & New product Development
4. Pricing & Service Delivery
5. Service Promotion
6. The People Dimension of Services
7. Service Process blueprinting & Physical Evidence
8. Service Quality

4. CRM in Service Industry

1. An Introduction to Service Industry
2. Understanding Services
3. Understanding CRM
4. Relationship between Service & CRM
5. Designing of Service for CRM
6. Internal Marketing: People Dimension of Service & CRM
7. Service Management & Productivity
8. Service Quality & Customer Satisfaction
9. CEM-Customer Experience Management for Service Business

5. Sales and Distribution Management Part

-I- Sales Management

1. Introduction to Sales Management
2. Personal selling
3. Effective Sales Executive
4. Sales Planning and budgeting and forecasting
5. Sales force Recruitment, Selection and training
6. Sales Quota and Compensation sales Personnel
7. Leading & Motivating the Sales Personnel
8. Evaluation & Control of Sales force
9. Sales Territory
10. Key Account Management

Part- II- Distribution Management

1. Introduction to Distribution Management
2. Retailing and Wholesaling
3. Warehousing
4. Transportation
5. Distribution Channels in Services
6. Distribution Planning & Control **Semester II**

1. Advanced CRM
2. B2B Markets & CRM
3. Marketing Research (MR)
4. E-Business

1. Advanced CRM

1. CRM Concepts
2. CRM through Effective Customer Complaints Handling
3. Call Centre to Contact Centre to Customer Interaction Centre
4. Sales Force Automation
5. Architectural Map for CRM Implementation
6. Industry Specific CRM Cases
7. Operational CRM
8. Analytical CRM
9. Customer Experience Management (CEM)

6. B2B Markets and CRM

1. Introduction to Business Marketing
2. Buyer Behaviour
3. Enterprise Selling
4. Elements of Enterprise selling
5. Segmentation
6. Targeting & Sales Planning
7. Relationship Marketing & CRM
8. Product Differentiation of Business Products
9. Pricing
10. Customer Service Management
11. Product Differentiation & Solution
12. B2B Hub
13. International Business
14. Marketing Communication

7. Marketing Research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire- Design Development
5. Scaling Methods
6. Data Collection Primary / Secondary
7. Data preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process & Design
11. Specified Techniques in Market Research
12. Market and Sales analysis Research
13. New Product Development & Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments

8. E- Business

1. Computer Network
2. Web Publishing
3. E-Commerce
4. The Web Presence
5. E- Marketing
6. Technologies for E-Commerce
7. Electronic Data Interchange (EDI)
8. E-Payment
9. E-Security
10. E-Services
11. E-Business- An Evaluation
12. E-Business Intelligence
13. M-Commerce
14. The impact of e-business on different fields and industries
15. Case Studies