

DIPLOMA | Customer Relationship Management

By London City University

Course Overview

Customer Relationship Management (CRM) has turned into a major component of corporate strategy for almost every organization. It is a strategic tactic that identifies clients as the core of the business. By enhancing relationship with the customers, an organization can increase the popularity and market value. This course enables the participants to achieve a firm understanding of the key decision variables necessary to effectively accept and use this tactic in B2C, B2B and B2B2C atmospheres through class discussion, presentations, projects and case studies, etc. It focuses on developing in-depth understanding of the advantages of CRM and the competitive advantage this tactic provides.

Course Outline

- ❖ Introduction of CRM, Database Marketing and significance of strong customer relation
- ❖ The growth of CRM and the current industry landscape
- ❖ CRM marketing strategy
- ❖ CRM marketing communication and computation
- ❖ Project implementation and management
- ❖ Campaign administration
- ❖ Database
- ❖ Data Mining
- ❖ Data Analytics

Course duration	3 Months OR as per your requirement Flexible and dependent on your time frame and need
Entry Requirements	A Success Oriented Personality
Certification	London City University , will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
Mode of application	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to info@cvwarehouse.ae and get 50% discount on all courses offered by London City University
Course Assessment	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.