DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to CRM: A Customer Centered/Focused Organisation
3. CRM Evaluation
5. KPIs and metrics
6. Web analytics.

ASSESSMENT SYSTEM

The final grade will be assigned based on:

- Participation in-class discussion, quizzes and cases studies: 60%
- Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also applies.

| % end-of-term-examination: | 40 |
| % of continuous assessment (assignments, laboratory, practicals...): | 60 |

BASIC BIBLIOGRAPHY

- V. Kumar Profitable Customer Engagement: Concept, Metrics and Strategies, Sage Publications India, 2013
- V. Kumar and J. Andrew Petersen Statistical Methods in Customer Relationship Management, Wiley & Sons, 2012