

Course name: **Customer Relationship Management**

No. of ECTS: **2**

Aim:

- Introduction to the guidelines of CRM philosophy and basic principles of the system's operation;
- Introduction to applications designed for managing relations with customers.

Course content:

- CRM definitions;
- Development of CRM services market in Poland and worldwide;
- Characteristics of CRM market;
- Utilization of tools concerning CRM in building customer's loyalty;
- Key customers management;
- Brand ambassadors as an element of creating positive relations with a customer;
- Utilization of data bases in CRM concept. Types and legal regulations in data base management;
- On-line CRM in Polish market – CRM practice.

Skills:

- Knowledge about general principles of creating and developing individual enterprise and basics in the field of creating customer relationship using CRM tools;
- Understanding of a logistics role in creating appropriate relation of an economic operator and a customer and knowledge on creating customer relations optimizing company's market achievements;
- Ability to observe and form an evaluation to establish a real bond between the company/brand and the customer;
- Understanding of a constant need of education, ability to cooperate and work in a group, to communicate effectively and to act according to ethics in the field of specified organizational and social roles;
- Ability to think and act in a venturesome way including basic principles of establishing loyalty in customer relationships.

Sama pieczęć i podpis nie wystarczą, ta część jest najważniejsza do zaliczenia praktyki. Sama pieczęć i podpis nie wystarczą, ta część jest najważniejsza do zaliczenia praktyki. Lecture, project.