

# MGNT 260 : Customer Relationship Management

This course examines customer relationship management (CRM) as a critical strategic process for organizations. Essential strategies necessary to maintain high-quality relationships with customers in a challenging, competitive, and complex environment are developed. Significant trends in the industry will be reviewed, and students will develop the ability to interpret these trends. They will develop the skills necessary to achieve excellence in managing customer relationships in a dynamic marketplace.

**Credits** 3

**CIP Code**

52.0299

**Prerequisites**

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

**Prerequisite Courses**

ENGL 111

LIBR 150

MGNT 250

MATH 110

**Course Outcomes**

After successfully completing the course, the learner will be able to:

- Develop an understanding of how modern management theory evolved.
- Examine and understand modern management theory and practice.
- Recognize the role of management in modern organizations
- Understand the importance of organizational goal setting
- Understand the types of decisions made in business, and be familiar with the steps in the decision-making process.
- Be familiar with the human resource management activities involved in attracting, developing, and maintaining an effective work force.
- Analyze and discuss planning, organizing, controlling, decision making, communication, motivation, leadership, human resource development, information systems, social responsibility and management of the future.
- Explain the role of planning, organizing, staffing, leading and controlling in management.
- Understand the importance of effective leadership for the success of the organization.
- Promote group interaction through class discussion.
- Develop oral and written communication skills, to articulate and defend one's position.
- Synthesize all the above into a coherent picture from which to forecast the future directions and challenges for management in the 1990s and beyond.
- Understand the ethical issues within the field of management.