Minnesota State University Moorhead

PMGT 301: Introduction to CRM

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course will help you understand the basic concepts of customer relationship management and how they manifest themselves into business strategy. This course will use Microsoft Dynamics CRM to illustrate and implement these strategic concepts into real life business scenarios.

B. COURSE EFFECTIVE DATES: 02/01/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Customer relationship management and strategy
2. Sales module---Lead management, opportunity management, product catalog configuration, sales transaction management
3. Marketing module---Marketing lists, marketing campaigns, campaign responses
4. Customer care---Case and ticket management, service level agreements, entitlements, omni-channel customer care
5. Microsoft Dynamics CRM navigation and analysis---creating charts, dashboards, reports

D. LEARNING OUTCOMES (General)

1. Be prepared to take the Microsoft Dynamics CRM Application Exam if they choose.
2. Demonstrate how to leverage CRM software tools to manage and analyze identified CRM strategies within a business or organization.
3. Explain how different types of customers impact an overall CRM strategy.
4. Understand the core, strategic areas of customer relationship management.
5. Utilize and demonstrate their ability to use the Sales, Marketing, and Customer Care modules within Microsoft Dynamics CRM.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted