


Rajarshi Shahu Mahavidyalaya, (Autonomous), Latur
Department of Commerce
Structured Work Plan for Teaching (June 2022 to Oct.2022)

Class : B.Voc III (Retail management)
Subject : Customer Service Management
Paper : CSM I
Name of Teacher : Prof. S S Kale

Summary of Teaching Plan :				
Unit	Chapter / Topics		No. of Lectures	Date from to
Unit - 1	Evaluation of Customer Relationship		15	20/06/2022 to 12/07/2022
	Topic 1.1	CRM- Definition and Emergence of CRM practice	03	
	1.2	Factors responsible for CRM growth and CRM process	04	
	1.3	Framework of CRM, Benefits of CRM and Types of CRM	04	
	1.4	Scope of CRM, Customer, Features Trends in CRM and Relationship Marketing	04	
Unit - 2	Customer Value and Customer Expectations		15	15/07/2022 to 08/08/2022
	Topic 2.1	Customer Value and Customer Expectations	03	
	2.2	Customer satisfaction and customer Centricity	04	
	2.3	Customer Acquisition, Customer Retention nad Customer Loyalty	04	
	2.4	Customer Lifetime Value, Customer Experience and Web based Customer Support	04	
Unit - 3	Planning Of CRM		15	12/08/2022 to 17/09/2022
	Topic 3.1	Steps in Planning - Building Customer Centricity	03	
	3.2	Setting CRM Objectives, Defining Data Requirements	04	
	3.3	Planning Desired Outputs and Elements of CRM plan	04	
	3.4	CRM Strategy and Customer Strategy Grid	04	
Unit - 4	CRM and Marketing Strategy		15	19/09/2022 to 15/10/2022
	Topic 4.1	CRM Marketing Initiatives and Sales Force Automation	03	
	4.2	Campaign Management and Call Centres	04	
	4.3	Practice of CRM : CRM in Customer Markets and CRM in Ser	04	
	4.4	CRM in Mass Markets and CRM in Manufacturing Sector	04	

Subject Teacher


HEAD
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