



Course Category	Business			
Course Title	Customer Relationship Management			
Course Code	BS108			
Medium of Instruction	Chinese			
Duration	45.0 hour(s)			
Course Fee	Macao Resident: MOP3,960 Non-Macao Resident: MOP3,960			
Certificate	學員取得及格成績，且出席率達七成，可獲澳門旅遊大學課程證書。課程及格分數為50分。			
	Course Code	Sub Code	Course Start Date	Course End Date
	BS108	2301	2023/08/08	2023/09/26
Objective	<p>Upon completion of the course, students will be able to</p> <ul style="list-style-type: none">• explain the essential components for customer retention• develop effective customer relationship management strategies based on the behaviour and preferences of customers• integrate and analyse customer data with CRM system• solve issues related to customer management with functional modules of CRM system			
Outline	<ul style="list-style-type: none">• The nature of customer relationships• Customer retention strategies• Internal relationships• External relationships• Introduction to CRM system• Practices for CRM implementation• Performance measurement			
Teacher	Please refer to the schedule			