

MBA 8140: Customer Relationship Mgmt

Discusses theoretic and practical issues related to implementation and use of CRM systems including: distinct functional areas (Sales Force Automation, Marketing Automation, Customer Support Centers) and their integration with tools like Salesforce.com and SAP's Integrated CRM package.

Credits: 1.5

Prerequisites:

[MBA 8450](#) and [MBA 8650](#)

Program: MBA (Business Administration)