

| Course Information | | | |
|--|---|----------------------|-----------|
| Course Title | Relationship Marketing and CRM | | |
| Course Code | DIM010 | | |
| Syllabus Overview | By the end of this course the student will a solid understanding of marketing management, relationship strategies and Customer Relationship Management. | | |
| Syllabus | | | |
| 1. Relational approaches to marketing | 5. Nano Relationships | | |
| 2. Classic marketing relationships | 6. Marketing metrics and return on relationships | | |
| 3. Special market relationships | 7. RM and the network organization | | |
| 4. Mega relationships | 8. RM/RMC – drivers of a paradigm shift in Marketing | | |
| Other Course Information | | | |
| Suitable For | All persons interested in Internet Marketing. | | |
| Academic level | Certificate | | |
| Number of Modules | 1 | | |
| Total number of credits | 5 | | |
| Number of credits needed to obtain certificate | 5 | | |
| Number of credits required for Advanced Certificate | 30 | | |
| Number of credits required for Diploma | 60 | | |
| Commencement | Within 30 days of registration (subject to course material availability). | | |
| Duration | Slow Track | Part-Time (Standard) | Full Time |
| | 12 weeks | 6 weeks | 3 weeks |
| Preparation, Study, Revision Hours Suggested per week | Slow Track | Part-Time (Standard) | Full Time |
| | 7.5 | 15 | 30 |
| Coursework hours suggested per week (standard track) | Slow Track | Part-Time (Standard) | Full Time |
| | 5 | 10 | 20 |
| Requirements (Academic) | Good command of English | | |
| Requirements (Other) | None | | |
| Award Type | Certificate | | |
| Award System / Assessment Methods | Topic Assignments | | |
| Open Scope Assignments | Option Available | | |
| Open Scope Research Projects | Option Available | | |
| Course Fees | €300 | | |
| Textbooks and Learning Materials included in course fees | Yes | | |
| Other Expenses | None | | |
| Examination Certificate | Option Available | | |
| Notes about the course | None | | |