

PART-TIME

CERTIFICATE IN
CUSTOMER RELATIONSHIP
MANAGEMENT

Course Brochure





CERTIFICATE IN CUSTOMER RELATIONSHIP MANAGEMENT (PART-TIME)

Objectives

To equip students with the skills to identify the role of relationship in marketing and marketing strategy, list the opportunities and limitations of customer relationship management, differentiate between customer relationship management and relationship marketing and demonstrate the basic knowledge and characteristics of customer relationship management.

Duration

- Total 7 lessons (completion within one month)
- 3 hours per lesson, 2 lessons per week

Lessons Time:

- Monday & Wednesday 7.00 p.m. 10.00 p.m. OR
- Tuesday & Thursday 7.00 p.m. 10.00 p.m. OR
- Saturday 9.00 a.m. 12.00 p.m. and 1.00 p.m. 4.00 p.m.

Course Modules

- Foundations of Relationship Marketing
- Planning Customer Relationship Management Programs
- Relationship Development
- Relationship Oriented Organization
- Introduction to Customer Relationship Management
- Control Phase of Customer Relationship Management

- Development and Implementation of Customer Relationship Management Strategies
- Customer Relationship Management System
- Future Outlook for Relationship Marketing
- Drivers of Relationship Marketing

Pre-requisites

- Age: 16 years old & above
- Academic level: At least 10 years of formal education or equivalent or pass the placement test of SCI or one year and above relevant working experience
- Language Proficiency: English Language with IELTS 5.5 & above or GCE 'O' Level graded C6 or above or pass SCI language proficiency test or equivalent.

Vision: Promoter of Creative Education Mission: Focus on the growth of students and staff Values: Innovation and Service

^{*}No lessons conducted during public holidays.



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Mode of Assessment

- Examination (5th and 7th Lesson) 90%
- Class participation 10%

Course Completion & Certification

Upon completion of the course, those who fulfill the required attendance and pass all the assessments will be awarded a Certificate in Customer Relationship Management.

Course Fee	es		
Course	C	Charges	
Certificate in Customer Relationship Management	Course Fee Application Fee Materials Fee GST 9% Grand Total	\$500.00 waived waived \$45.00	



Spring College International

PEI Registration Number: 201001911N

Registration Validity: 23 July 2024 - 22 July 2028

EduTrust Certification Validity: 19 Jan 2022 - 18 Jan 2026

Website: www.spring.edu.sg

Course Enquiries: courseinfo@spring.edu.sg











Address (Jurong East Main Campus):

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