

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.

**No lessons conducted during public holidays.*

Course Modules

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| • Foundations of Relationship Marketing | • Development and Implementation of Customer Relationship Management Strategies |
| • Planning Customer Relationship Management Programs | • Customer Relationship Management System |
| • Relationship Development | • Future Outlook for Relationship Marketing |
| • Relationship Oriented Organization | • Drivers of Relationship Marketing |
| • Introduction to Customer Relationship Management | |
| • Control Phase of Customer Relationship Management | |

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.

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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 Fees

Course	Charges	
Certificate in Customer Relationship Management	Course Fee	\$500.00
	Application Fee	waived
	Materials Fee	waived
	GST 9%	\$45.00
	Grand Total	<u>\$545.00</u>

