

## Study Plan- Week 2

Name of Subsection	Video Content & Audio Content	Text Content	Topics Covered
Subsection 1 Introduction to the Week	Approximately 3 minutes- Videos	Approximately 15 minutes	<ol style="list-style-type: none"> <li>1. Overview and objectives</li> <li>2. Learning resources</li> <li>3. Study plan</li> </ol>
Subsection 2 IDIC Framework	Approximately 6 minutes- Videos	Approximately 5 minutes  <b>Ungraded questions</b> Approximately 10 minutes	<ol style="list-style-type: none"> <li>1. Identify and Differentiate</li> <li>2. Interact and Customize</li> <li>3. Ungraded questions</li> </ol>
Subsection 3 Ladder of Loyalty	Approximately 6 minutes- Videos	Approximately 5 minutes  <b>Ungraded questions</b> Approximately 10 minutes	<ol style="list-style-type: none"> <li>1. What is ladder of loyalty</li> <li>2. Relationship between ladder of loyalty and marketing pyramid</li> <li>3. Ungraded questions</li> </ol>
Subsection 4 Customer Bonds	Approximately 25 minutes	Approximately 10 minutes  <b>Ungraded questions</b> Approximately 15 minutes	<ol style="list-style-type: none"> <li>1. Financial bonds</li> <li>2. Social bonds</li> <li>3. Customization bonds</li> <li>4. Co-creation interview</li> <li>5. Structural bonds</li> <li>6. Ungraded questions</li> </ol>
Subsection 5 Customer Defections	Approximately 8 minutes	Approximately 20 minutes  <b>Ungraded questions</b> 10 minutes	<ol style="list-style-type: none"> <li>1. Zero customer defection</li> <li>2. Impact of customer defection- Interview</li> <li>3. Strategies to reduce customer defections</li> <li>4. Ungraded questions</li> </ol>
Subsection 6 CRM Framework	Approximately 10 minutes- Audio	Approximately 10 minutes.	<ol style="list-style-type: none"> <li>1. Switching</li> <li>2. Satisfaction</li> <li>3. Trust</li> <li>4. Commitment</li> <li>5. Loyalty</li> <li>6. Net promoter score</li> </ol>
Subsection 7 Insights from the Experts	Approximately 2 minutes	N/A	<ol style="list-style-type: none"> <li>1. Interview with dr. Rajashekar</li> </ol>
Subsection 8 Graded Assessment	NA	Approximately 30 minutes	<ol style="list-style-type: none"> <li>1. Total 10 MCQ questions.</li> </ol>

Total Time	Approximately 1 hour	Approximately 2 hours	
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Effort for week 2	Approximately 3 hours	
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