



Certificate of Achievement

Mohamed Elwan

has completed the following course:

BUSINESS FUNDAMENTALS: CUSTOMER ENGAGEMENT
THE OPEN UNIVERSITY AND THE OPEN UNIVERSITY BUSINESS SCHOOL

This course critically explored the value to a range of organisations of identifying and prioritising customers with whom long-term relationships could be effective. The tools with which profitable customer relationships could be developed and sustained were introduced, explained and analysed.

4 weeks, 3 hours per week



Jake Yeo
Acting University Secretary
The Open University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from The Open University and The Open University Business School.



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BUSINESS FUNDAMENTALS: CUSTOMER ENGAGEMENT **THE OPEN UNIVERSITY AND THE OPEN UNIVERSITY BUSINESS SCHOOL**

87%
AVERAGE TEST
SCORE

This course introduced the basic concepts in marketing but did so with the focus on identifying which customers represent the greatest value to an organisation and how to assess the role of relationships with them. We examined marketing concepts in a critical manner with a recognition that different approaches work with varying levels of effectiveness in different situations. Topic coverage ranged from well-established concepts to the latest thinking and applications of digital marketing.

STUDY REQUIREMENT

4 weeks, 3 hours per week

LEARNING OUTCOMES

- Discuss and apply the key principles of relationship marketing to your customers
- Improve your own performance in organisations of which you are a member
- Develop your analytical and prioritisation skills
- Assess and appreciate the ethical issues surrounding marketing relationships

SYLLABUS

- How to gain the most relevant insights about customers and their needs
- Designing the most appropriate products for your intended customers
- Prioritising the customers who are most likely to be interested in your products
- Identifying the most profitable applications of relationship marketing
- Understanding the different ways you can get customers to be loyal and when to use them
- Maximising the effectiveness of digital marketing for relationship building