## Diploma

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| TITLE: Essentials of marketing and customer relationships |
| Module Code:  Module: Essentials of marketing and customer relationships  Year: 2017 |
| 1. Instructional Hours:   Minimum Requirement: 12 hours  Lecture: 12 hours  Project: 6 hours  Private study: 12 hours  Total:  Credit Value: 2 |
| 1. Module Synopsis:   In this module, student will learn the marketing, sales and customer care in the tourism and hospitality market. They will be taught the theories of the marketing, the principles of selling, the concept of customer care and the customer relationship in the tourism and hospitality industry. |
| 1. Module Objectives   To be able to improve the marketing and sales and understand the customer needs |
| 1. Learning Outcomes:   Understand marketing theories  Understand the principles of selling  Understand the concept of customer care  Understand customer relationships |
| 1. Assessment Components:   To successfully complete the module students must perform the following:   |  |  |  | | --- | --- | --- | | Components | Weightage | Due Date | | Assignment | 100% | 2 weeks after end of module |  * The nominal word count for this module is 1,200 words. The suggested range is in between 1000-1500 |
| 1. Teaching and learning strategies   Study of this module is by classroom tuition, case-study and independent study.  Teaching media includes:   * PowerPoint * Multimedia Resources * Books references |
| 1. Recommended Reading |

## Detailed Syllabus

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| Learning Objectives: |
| 1. Introduction to Marketing |
| 5.0. Introduction to Marketing  5.1. Describe about Marketing Society.  5.2. Discuss the social issue in Marketing.  5.3. & 5.4. Explain the Concept of Marketing and Sales.  5.5. Find the Relationship in Marketing and Sales  5.6. & 5.7. Basic Functions of Marketing  5.8. Describe the Lead Management. |
| 2. Discussion about SWOT Analysis. |
| 5.9. Discussion about SWOT Analysis.  5.10. Discussion on PESTLE Analysis.  5.11. Description on Model for Marketing  5.12. & 5.13 Explain the Consumer Behavior and Key Terms used in Marketing.  5.14. Explain the Brands  5.15. Explain about what Marketing Plans define.  5.16. Discuss what are the Risks involved in Marketing.  5.17. Explanation about Marketing MIX. |
| 3. Screen through the Definition of Customer Relationship and Types of CRM available. |
| 5.20. & 5.21. Screen through the Definition of Customer Relationship and Types of CRM available.  5.22 & 5.23. Discuss on the purpose of CRM and the importance of CRM.  5.24. & 5.25. Explain the development and the goals of Customer Relationship.  5.26. & 5.27. Describe the Involvement and Implementation of CRM.  5.28. Discuss the Strategic of CRM. |
| 4. Describe about IT in CRM. |
| 5.29. Describe about IT in CRM.  5.30. Explain the Face to Face Customer Relationship.  5.31. & 5.32. Describe the Benefits of CRM and the CRM Limitation.  5.33. Explain and Discuss the Reason of Failure in CRM.  5.34. Discussion and Conclusion of Business Marketing and Customer Relationship studies.  5.35. Explain the Relationship Bonding. |