# Business Marketing and Customer Relationship Management - Lesson Plan

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| Time allocated | Work to be covered | Teaching method/learner activities | Resources |
| Session 1  1. 5 Hours - Study  1.5 Hours – Assignment | 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. | * Self study * Tutor explanation | * PowerPoint Presentations * Multimedia Resources |
| Session 2  1. 5 Hours - Study  1.5 Hours – Assignment | 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. | * Self study * Tutor explanation | * PowerPoint Presentations   Multimedia Resources |
| Session 3  1. 5 Hours - Study  1.5 Hours – Assignment | 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. | * Self study * Tutor explanation | * PowerPoint Presentations   Multimedia Resources |
| Session 4  1. 5 Hours - Study  1.5 Hours – Assignment | 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. | * Self study * Tutor explanation | * PowerPoint Presentations * Multimedia Resources |