

# MGT 1013 : CUSTOMER RELATIONS MANAGEMENT

Learn to develop customer relationships through a deepened understanding of the concepts and best practices. Students will develop customer relationships through understanding the benefits of customer relations; appreciating how technology can be used to help with customer relations; understanding challenges organizations face; knowledge of key decision variables; hands-on practice through case studies; and how to communicate effectively.

**Credits** 3

**Lecture Hours** 3

**Lab Hours** 0