



Aggarwal College Ballabgarh

LESSON PLAN
18 WEEKS (JULY-NOV)-2024

Name of Faculty: Anamika Gautam

Designation/ Department: Assistant professor (Dept.of B.Voc Retail Management)

CLASS: B.Voc (RM)		SEMESTER: III	SECTION:A
SUBJECT: CRM			
WEEK	DATE	TOPIC TO BE COVERED	
1	1-08-2024	Retail -basic information	
	2-08-2024	factors of Retail	
	3-08-2024	service vs customer service	
	4-08-2024	S. U. N. D. A. Y.	
	5-08-2024	online vs offline retail	
	6-08-2024	organized and unorganised retail	
	7-08-2024	H.O.L.I. D. A. Y.	
2	8-08-2024	basic introduction of customer relationship management	
	9-08-2024	Concept of CRM- meaning and definition	
	10-08-2024	Scope of CRM and importance of defining the scope of CRM	
	11-08-2024	S. U. N. D. A. Y.	
	12-08-2024	Process of CRM implementation	
	13-08-2024	features and benefits of CRM	
	14-08-2024	Attracting and Retaining customer - concept and importance of customer Retention	
3	15-08-2024	H.O.L.I. D. A. Y.	
	16-08-2024	strategies for customer retention	

	17-08-2024	Building Customer Loyalty and Importance of customer loyalty
	18-08-2024	S. U. N. D. A. Y.
	19-08-2024	H.O.L.I. D. A. Y.
	20-08-2024	Strategies for building Customer Loyalty
	21-08-2024	Relationship marketing- concept and importance of relationship marketing
4	22-08-2024	levels of relationship marketing and benefits of relationship marketing
	23-08-2024	Challenges of relationship marketing and reasons to implement relationship marketing strategy
	24-08-2024	Customer Lifecycle- stages of customer Lifecycle
	25-08-2024	S. U. N. D. A. Y.
	26-08-2024	HOLIDAY
	27-08-2024	Strategies to manage the stages of customer Lifecycle
	28-08-2024	assignment 1 questions discuss and doubt class
5	29-08-2024	The Evolution of CRM
	30-08-2024	Relationship marketing in CRM - Concept and importance of relationship marketing in CRM
	31-08-2024	Benefits and strategies of relationship marketing in CRM
	1-09-2024	S. U. N. D. A. Y.
	2-09-2024	assignment check and class test
	3-09-2024	concept of CRM strategies and importance of CRM strategies
	4-09-2024	Importance of customer divisibility in CRM
6	5-09-2024	Teacher's day celebration
	6-09-2024	Benefits of customer divisibility in CRM and strategies to increase customer divisibility in CRM
	7-09-2024	Concept of Customer decision making process
	8-09-2024	S. U. N. D. A. Y.

	9-09-2024	stages in customer decision making process
	10-09-2024	strategies of customer decision making process
	11-09-2024	Customer satisfaction index- concept and key benefits of CSI
7	12-09-2024	methods to measure Customer satisfaction index
	13-09-2024	methods to measure Customer satisfaction index
	14-09-2024	class test
	15-09-2024	S. U. N. D. A. Y.
	16-09-2024	Concept of customer value and reasons of measuring customer value
	17-09-2024	methods to cultivate more customer value
	18-09-2024	tips for creating value for customers
8	19-09-2024	Role and importance of customer satisfaction and loyalty in CRM
	20-09-2024	factors affecting customer satisfaction and loyalty in CRM
	21-09-2024	Election Training
	22-09-2024	S. U. N. D. A. Y.
	23-09-2024	H.O.L.I. D. A. Y.
	24-09-2024	Sales force automation (SFA) and use of sales force automation in business
	25-09-2024	role and working process of sales force automation
9	26-09-2024	advantages and disadvantages of sales force automation
	27-09-2024	difference between CRM and SFA
	28-09-2024	Concept of Contact Management
	29-09-2024	S. U. N. D. A. Y.
	30-09-2024	importance of contact management
	1-10-2024	assignment 2 questions discuss

	2-10-2024	HOLIDAY
10	3-10-2024	holiday
	4-10-2024	HOLIDAY
	5-10-2024	Election duty
	6-10-2024	S. U. N. D. A. Y.
	7-10-2024	assignment check
	8-10-2024	key features of CRM
	9-10-2024	contact management vs CRM
11	10-10-2024	role and importance of CRM in India
	11-10-2024	future of CRM in India
	12-10-2024	HOLIDAY
	13-10-2024	S. U. N. D. A. Y.
	14-10-2024	class presentation and doubt class
	15-10-2024	class presentation
	16-10-2024	concept of Value Chain and components of value chain
12	17-10-2024	HOLIDAY
	18-10-2024	value chain vs supply chain
	19-10-2024	importance of value chain in business
	20-10-2024	S. U. N. D. A. Y.
	21-10-2024	concept of value chain analysis
	22-10-2024	future trends in value chain
	23-10-2024	Integration business management and its types
13	24-10-2024	potential benefits of integration business management
	25-10-2024	disadvantages of integration business management

	26-10-2024	doubt class
	27-10-2024	S. U. N. D. A. Y.
	28-10-2024	DIWALI BREAK
	29-10-2024	DIWALI BREAK
	30-10-2024	DIWALI BREAK
14	31-10-2024	DIWALI BREAK
	1-11-2024	DIWALI BREAK
	2-11-2024	DIWALI BREAK
	3-11-2024	S. U. N. D. A. Y.
	4-11-2024	class test
	5-11-2024	concept of vendor and vendor selection process
	6-11-2024	steps in vendor selection process
15	7-11-2024	importance of vendor selection process
	8-11-2024	holiday
	9-11-2024	holiday
	10-11-2024	ZONAL YOUTH FESTIVAL
	11-11-2024	ZONAL YOUTH FESTIVAL
	12-11-2024	ZONAL YOUTH FESTIVAL
	13-11-2024	holiday
16	14-11-2024	tips of choosing vendor
	15-11-2024	H.O.L.I.D.A.Y.
	16-11-2024	tips of choosing vendor
	17-11-2024	S. U. N. D. A. Y.
	18-11-2024	role of culture change in CRM

	19-11-2024	role of culture change in CRM
	20-11-2024	impact of culture change in CRM
17	21-11-2024	factors affecting culture change
	22-11-2024	benefits of culture in CRM
	23-11-2024	concept of customer eco-system
	24-11-2024	S. U. N. D. A. Y.
	25-11-2024	CRM ecosystem- the success driven factor
	26-11-2024	types of CRM system
	27-11-2024	Elements of an ideal CRM system
18	28-11-2024	factors affecting customer ecosystem
	29-11-2024	benchmark and matrix of CRM system
	30-11-2024	doubt class
	1-12-2024	S. U. N. D. A. Y.
	2-12-2024	class revision
	3-12-2024	class revision
	4-12-2024	class presentation
	5-12-2024	test of complete syllabus

Signature