

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approval etc...)

Customer Relationship Marketing & Sales
Management

2021

CRM1 New DA for 2021-22

Fanshawe College

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cae_business_custrelationshipmarketingsalesmgmt_documentation](https://first.fanshawec.ca/cae_business_custrelationshipmarketingsalesmgmt_documentation)

Degree Audit Report

Catalog: 2020/2021

Program: CRM1

Name: Customer Relationship Marketing & Sales Management

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 7 - 2AcadSem/600-700 hrs

Credential: Ontario College Graduate Cert

Grade Scheme: LG2

Major: CRM1 - Customer Rel. Mktg & Sales Mgm

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 0.00

Residency Reqmt: 0.00

GPA Requirement: 2.00

Residency Reqmt GPA: 0.00

Minimum Grade:

Academic Requirement:

Major:

Grade Scheme:

Minimum GPA: 0.00

Minimum Grade:

Take all of the following Mandatory Courses:

Group 1


		Total Hours	Total Credits
MGMT-6163	CRM Business Strategy	45.00	3.00
MKTG-5006	Marketing Management	45.00	3.00
MGMT-6164	Customer Experience	45.00	3.00
MGMT-6165	CRM Tools and Technology	45.00	3.00
MKTG-6037	Analytics and Metrics	45.00	3.00
MGMT-6166	CRM Enabled Selling	45.00	3.00
MGMT-6168	CRM Strategic Project	90.00	6.00
MGMT-6169	Emerging Trends in CRM	45.00	3.00
MGMT-6170	CRM Enabled Sales Management	45.00	3.00
MGMT-6167	Data Visualization & Reporting	60.00	4.00

Group 2

Students will be enrolled in one of the following courses: MGMT-6171 or INNV-6001

		Total Hours	Total Credits
MGMT-6171	Automation and Workflow Management	45.00	3.00
INNV-6001	Innovation Applications	60.00	4.00

Approved By Chair/Manager:



Department and Date:
January 21, 2021

Approved by Dean:



Date:

January 22, 2021

General Education Approved By(as appropriate):

Date:



February 4, 2021