

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approval etc...)

Customer Relationship Marketing & Sales  
Management

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2020

### **FANS04031 Customer Relationship Marketing & Sales Management CVS Application (non-funded)**

Fanshawe College

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Ontario College Quality Assurance Service

Service de l'assurance de la qualité des  
collèges de l'Ontario

## Customer Relationship Marketing & Sales Management

Fanshawe College | APS # FANS04031 | MTCU # 72901

Ontario College Graduate Certificate | Funding not requested

### Purpose

This one-year graduate certificate program provides students with a foundation in marketing and sales, supplemented by an additional focus on the examination and application of Customer Relationship Management (CRM) and Customer Experience (CX) best practices, strategies, and tools. Students will have an opportunity to apply industry standard business and marketing analytics and CRM platforms to marketing and sales processes and apply strategies for account management success to the multi-dimensional world of business development.

### Admission

Ontario College Diploma, Ontario College Advanced Diploma, Degree, or equivalent

#### English Language Requirements

Applicants whose first language is not English will be required to demonstrate proficiency in English by one of the following methods:

A Grade 12 College Stream or University Stream English credit from an Ontario Secondary School, or equivalent, depending on the program's Admission Requirements

Test of English as a Foreign Language (TOEFL) test with a minimum score of 88 for the Internet-based test (iBT), with test results within the last two years

International English Language Testing System (IELTS) Academic test with an overall score of 6.5 with no score less than 6.0 in any of the four bands, with test results within the last two years. SDS Program Requirements.

Canadian Academic English Language (CAEL) test with an overall score of 70 with no score less than 60 in any of the four bands, with test results within the last two years

Pearson Test of English Academic (PTE) with a minimum score of 59, with test results within the last two years

A Cambridge English Test (FCE/CAE/CPE) with an overall score on the Cambridge English Scale of 176 with no language skill less than 169, with test results within the last two years

An English Language Evaluation (ELE) at Fanshawe College with a minimum score of 75% in all sections of the test, with test results within the last two years

Fanshawe College ESL4/GAP5 students: Minimum grade of 80% in ESL4/GAP5 Level 9 or 75% in ESL4/GAP5 Level 10

### Occupational Areas

NOC 1123 - Professional Occupations in Advertising, Marketing and Public Relations

This group includes specialists in advertising, marketing and public relations who analyze, develop and implement communication and promotion strategies and information programs, analyze advertising needs and develop appropriate advertising and marketing plans, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations, and for performers, athletes, writers and other talented individuals. They are employed by consulting firms, advertising agencies, corporations, associations, government, social agencies, museums, galleries, public interest groups, and cultural and other organizations, or they may be self-employed.

In terms of general labour market demand, according to the Careers Outlook Report, the job outlook for NOC 1123 is “above average” for the period 2017 - 2021. The median income for this NOC is \$59,663 and the total projected number of job openings in Ontario is projected to grow by 7.1% - 8% or 9,001 - 10,000 jobs during the period 2017 - 2021.

#### NOC 6411 Sales and Account Representatives - Wholesale Trade (Non-technical)

Sales representatives, wholesale trade (non-technical), sell non-technical goods and services to retail, wholesale, commercial, industrial, professional and other clients domestically and internationally. They are employed by establishments that produce or provide goods and services such as petroleum companies, food, beverage and tobacco producers, clothing manufacturers, motor vehicles and parts manufacturers, hotels, business services firms, and transportation companies. Sales representatives, wholesale trade who are supervisors are also included in this unit group.

The median income for this NOC code is \$60,244 and the total projected number of new job openings in Ontario from 2017 - 2021 is projected to be 15,001 - 20,000.

## Laddering Opportunities

CRM is widely used across many areas of the private and public sector. As such, the proposed program will be highly relevant to graduates of any diploma, advanced diploma, graduate certificate or degree in Business but also relevant to students from other disciplines. Upon graduation, students may pursue additional and graduate certificate or masters degrees in Business or other topics.

## Program VLOs

1. Create a professional marketing plan using standard marketing planning processes and tools to generate leads and improve customer retention, satisfaction and profitability.
2. Develop a comprehensive plan that applies Customer Relationship Management (CRM) and Customer Experience (CX) best practices, strategies, tactics, and techniques to strengthen customer relationships for both business-to-business (B2B) and business-to-consumer (B2C) markets.
3. Apply strategic communication planning processes and tools to generate leads and improve customer retention, satisfaction and profitability.
4. Evaluate data extracted from a variety of marketing technology platforms to support problem-solving and decision-making processes in marketing.
5. Design customer experience journey mapping to identify areas to improve customer experiences and automate personalized digital marketing.
6. Apply industry standard marketing analytics and CRM platforms to sales and marketing processes to optimize customer growth and retention strategies
7. Gather and analyze primary and secondary marketing research in order to support sound

marketing decisions that improve customer experiences.

8. Communicate complex marketing material verbally, in writing, and digitally for a variety of audiences and purposes.
9. Model professional standards to provide reliable and actionable analysis while respecting global regulation and practice related to data privacy and security.
10. Develop strategies to create, assess, and execute business development opportunities
11. Develop strategies to establish and maintain working relationships with clients in order to strengthen their loyalty to the organization's products and services
12. Construct plans for strategic account management including how to approach key accounts, territory management and category management

## Curriculum

- **MGMT-0001 - CRM as a Business Strategy** (Semester 1 - 45.00 hours)  
Develop enterprise-wide awareness of the implications related to the implementation of an integrated CRM strategy. Students will work through scenarios to help reinforce the concepts related to CRM and how a customer focused organization can benefit. The activities will focus on developing an understanding of the concepts related to organizational structure and management, measurement, and structured CRM approach.
- **MGMT-0002 - Customer Experience and Marketing Fundamentals** (Semester 1 - 60.00 hours)  
Develop the fundamental skills needed to initiate and orchestrate end-to-end CX programs. Students will understand customer experience design through CX research, maximizing journey mapping, measuring the CX journey, and how to deploy direct and interactive digital marketing campaigns
- **MGMT-0003 - Marketing Management** (Semester 1 - 45.00 hours)  
Planning alternative marketing strategies is crucial to successfully managing a business enterprise. Students have the opportunity to learn marketing management techniques currently being used in the business environment which enables students to make better marketing management decisions.
- **MGMT-0004 - CRM Tools and Technology** (Semester 1 - 45.00 hours)  
This course will focus on providing students with hands-on experiences with CRM tools and technology that organizations use to manage their relationships with existing customers and create opportunities with prospects.
- **MGMT-0005 - Selling Fundamentals** (Semester 1 - 45.00 hours)  
In this course, students will be taught and have the opportunity to practice their professional selling skills. Students will demonstrate their awareness of buyer behaviour their ability to organize and present an effective sales presentations based on various client profiles. Through a series of scenario-driven exercises, students will practice skills and attitudes essential to a successful salesperson.
- **MGMT-0006 - Analytics and Metrics** (Semester 1 - 60.00 hours)  
This course will introduce students to working with large datasets, including manipulating and cleaning data for later analysis. Students will practice using data to develop and report on several industry-standard marketing metrics.
- **MGMT-0007 - CRM Strategic Project** (Semester 2 - 90.00 hours)  
This is a capstone guided study course that provides students the opportunity to apply the

concepts and principles learned in the program to a real business situation. Students complete a comprehensive project for a company of their choice.

- **MGMT-0008 - Emerging Trends** (Semester 2 - 45.00 hours)

CRM is a constantly evolving area of study with new techniques and technologies being developed every day. Through reviews of current industry news and literature as well as industry guest speaker presentations, students will examine how new social networking technologies and trends are linking tech savvy customers with businesses at local, regional and global levels

- **MGMT-0009 - Sales Management** (Semester 2 - 60.00 hours)

Students will learn strategic and consultative sales models to develop and manage customer relationships effectively as they relate to Business to Business (B2B) environments. Students will study current sales management issues, such as: territory and time management, sales compensation and incentive systems, prospecting and qualifying sales leads, sales training and effective sales presentation methods.

- **MGMT-0010 - Marketing Automaton** (Semester 2 - 45.00 hours)

Students will learn automation marketing techniques that range from content creation to social promotion to converting and nurturing leads and beyond for both B2B and B2C markets. Students will be able to build an inbound and outbound marketing strategy and understand the technologies to support that process.

- **MGMT-0011 - Data Visualization and Reporting** (Semester 2 - 60.00 hours)

In this course students will learn how to use data visualization software to import and communicate complex data and insights. Students will learn the basics of communicating data effectively, and will apply these skills by building and presenting a visual dashboard.

## VLO Mapping

Code	1	2	3	4	5	6	7	8	9	10	11	12
MGMT-0001		X	X	X				X	X		X	X
MGMT-0002	X			X			X	X			X	
MGMT-0003	X	X		X			X	X			X	
MGMT-0004						X		X		X		
MGMT-0005			X			X		X		X		
MGMT-0006			X	X		X	X	X	X			
MGMT-0007	X	X		X	X	X		X	X	X	X	X
MGMT-0008		X	X	X		X		X			X	
MGMT-0009			X			X		X		X	X	X
MGMT-0010		X	X	X	X	X		X		X		

MGMT-0011	X		X	X		X	X	X	X			
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### Certification/Accreditation

**Certification type:**

There is no recognition (None exist)

**Attachments**

None

### Contact Information

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