

Minnesota State University Moorhead

PMGT 401: Customer Relationship Management Consulting

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

In this course, students will explore both the theoretical and practical application of guiding a customer through a buying decision as well as continual engagement throughout the customer life-cycle. Moreover, this course will collectively collaborate on real-life case studies involving both engaged and not engaged clients and customers.

B. COURSE EFFECTIVE DATES: 02/01/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Define consulting and traits of an effective consultant
2. Customer engagement
3. Leading scoping conversations and requirement scoping methodologies
4. Identification and analysis of customer requirements

D. LEARNING OUTCOMES (General)

1. Demonstrate understanding of how customer engagement factors into the consulting process.
2. Identify and articulate customer and client needs.
3. Identify the traits of an engaged customer.
4. Identify, plan, and communicate solutions based upon customer and client needs.
5. Plan and execute upon customer engagement strategies.
6. Synthesize real-life case studies of customer requirements and identify potential solutions.
7. Understand the customer life-cycle.
8. Understand traits of an effective consultant.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted