

Customer Relationship Management



“Individualization is an important topic and is associated with corporate success. In Customer Relationship Management the client is regarded as a single individual rather than as part of the masses.“

Prof. Dr. Cornelia Zanger, Department of Marketing at Chemnitz University of Technology



CHEMNITZ UNIVERSITY
OF TECHNOLOGY



▶ What is Customer Relationship Management all about?

Increasing competition and customer's growing willingness to switch lead to falling profits and to stagnant or negative growth rates. In order to meet corporate goals and to differentiate from competitors a professional customer management is. Customer Relationship Management focuses on strengthening customer's loyalty by responding to customers and their specific needs in an individual manner. By this way long-term and profitable relationships as well as high customer service standards can be established. Also the acquisition of new and retention of existing customers become possible and has a significant influence on long-term corporate success. A prerequisite therefore is profound knowledge in marketing and business information systems as well as the combination of both disciplines.

▶ Career Opportunities

Due to practice-oriented education, graduates gain the ability to work in national and international enterprises, agencies and non-profit organizations in various areas, for example:

- ▶ Customer Relationship Management
- ▶ Marketing
- ▶ Market Research
- ▶ Public Relations/Communication
- ▶ Corporate Management
- ▶ Consultancy
- ▶ Database Management
- ▶ Business Process Engineering
- ▶ E-Business
- ▶ Sales and Service
- ▶ and in other customer related areas



„It is getting more and more important that companies establish customer relations based on trust. In this way customers develop loyalty to the company rather than just being bound by contractual agreements. A systematic and individualized management is one prerequisite for this. The Master's Program Customer Relationship Management is an answer to that challenge and has a pioneering role among Germany's universities.“

Prof. Dr. Norbert Menke
Chairman of the Management Board of a+f GmbH

▶ Course of Studies

Basic Module

Basics of marketing/business information systems (1st - 2nd semester)

For graduates in business sciences:

- ▶ Applied Statistics
- ▶ Business Process Engineering
- ▶ Project Management
- ▶ Components and Architectures of Analytical Information Systems (AIS)
- ▶ Decision Support Systems
- ▶ Information Management

For graduates in Business Information Systems:

- ▶ Business Planning and Management of Business Start-Ups
- ▶ Marketing Instruments
- ▶ General Management
- ▶ Business to Business Marketing
- ▶ Marketing Management

Advanced Modules

1st - 3rd semester

Business Information Systems

- ▶ E-Business
- ▶ Systems of Customer Relationship Management
- ▶ Customer-oriented Process- and IT-Management
- ▶ Database Marketing
- ▶ Process Controlling
- ▶ Database Project

Marketing

- ▶ Communication
- ▶ Introduction to Media Psychology
- ▶ Marketing Communication
- ▶ Market Research
- ▶ Consumer Behaviour
- ▶ CRM Project

Module Case Study/Seminar

3rd semester

Module Master's Thesis

4th semester



► General Information

Access requirements: Bachelor's degree in 'Business Sciences' (B.Sc.), in 'Business Information Systems' (B.Sc.) or in equivalent degrees.

Regular period of study: 4 semesters

Degree: Master of Science (M. Sc.)

Start of program: Usually in the winter term

Application

- **German students:** Applications can be submitted via internet. Please contact the registrar's office if you wish the application form for study admission to be sent to you or if you require further information.

International students: International students have to submit their application via uni-assist. Important information on the application process can be found on their website at www.uni-assist.de.

Further Information

Chemnitz University of Technology

Registrar's office

Straße der Nationen 62, room 043

09111 Chemnitz

☎ + 49 (0) 371 531-33333

✉ studentensekretariat@tu-chemnitz.de

www.tu-chemnitz.de

► Academic Advisory Service English Studies

Specialised course guidance you may find an overview over all specialised course advisors here

www.tu-chemnitz.de/studienberater

► Student Advisory Service

Chemnitz University of Technology

Student Advisory Service

Straße der Nationen 62, room 046

09107 Chemnitz

☎ + 49 (0) 371 531-55555

✉ studienberatung@tu-chemnitz.de