What characterizes the Master degree program Customer Relationship Management?

Customer Relationship Management focuses on strengthening customer’s loyalty by responding to customers and their specific needs in an individual manner. By this way high customer service standards can be established which enable companies to build up long-term and profitable relationships to their customers. A prerequisite therefore is comprehensive knowledge about the customers as well as an adequate data and information management. The application-oriented master’s programme Customer Relationship Management addresses this issue and combines cutting-edge knowledge in marketing (especially communication, market research, consumer behaviour) and business information systems (especially business intelligence, business process and information management). Through the use of scientific methods graduates gain a conceptual and analytical way of thinking and working. Graduates of the master’s programme are able to manage specific tasks in marketing and IT as well as interdependences between both.

“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)

Degree Structure

The modularized structure of the master’s degree programme allows the combination of marketing and business information systems. Innovative and application-oriented education underlines the practical attitude of the programme.

Basic Modules (1st - 2nd semester)

Basics of marketing / business information systems

Basic courses
- Marketing Instruments I
- Marketing Instruments II
- Marketing Management
Applied Statistics
- Business Process Engineering
- Data Mining

Alternative courses
- Business Planning and Management of Business Start-Ups
- General Management
- Business to Business Marketing
- Project Management
- Information Management
- Components and Architectures of Analytical Information Systems (AIS)

**Advanced Modules (1st - 3rd semester)**

*Business Information Systems*
- E-Business
- Systems of Customer Relationship Management
- Strategic 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)**
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
- E-Business
- Sales and Service

General information

Faculty of Economics and Business Administration
Admission requirements: in general vocationally-qualifying university bachelor’s degree in Business Administration, Computer Science for Business Administration or equivalent degree program with regard to content
Standard period of study: 4 semesters
Degree: Master of Science (M.Sc.)
Start of the degree program: usually in the winter semester
Language of tuition: German

Further information

Studying in Chemnitz
www.study-in-chemnitz.com

Online application:
www.tu-chemnitz.de/studienbewerbung

FAQ - Frequently Asked Questions
www.tu-chemnitz.de/studierendenservice/faq.php.en
Student Service Point
Straße der Nationen 62, room A10.043
+49 371 531-12125
admission@tu-chemnitz.de

Central Course Guidance Service
Straße der Nationen 62, room A10.046
+49 371 531-55555
studienberatung@tu-chemnitz.de

Academic Course Guidance
For an overview of all academic counsellors
www.tu-chemnitz.de/studienberater

Postal address
Technische Universität Chemnitz
Studierendenservice und Zentrale Studienberatung
09107 Chemnitz

For reasons of readability, the masculine gender was mostly used. However, the terms, titles and functions equally refer to all genders.