“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
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

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.
**General Information**

Requirements of admission: Bachelor's degree in Economics and Business Administration, in Computer Science for Business Administration or in equivalent degrees.
Standard period of study: 4 semester
Degree: Master of Science (M. Sc.)
Enrolment: Usually in the winter term

**Application**

**German students**: The application can be submitted by using the following link: www.tu-chemnitz.de/studienbewerbung.

**International students**: Please use www.uni-assist.com for your application.

**Further Information**

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Straße der Nationen 62, room 043
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**Specialised course guidance**

You may find an overview over all specialised course advisors here

www.tu-chemnitz.de/studienberater

**Student Advisory Service**

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