

Course Title:	Public Relation Management
Course code:	MRKT 350
Pre-required courses:	MRKT 120
Course Level:	seventh
Credit Hours:	3 hours
Teaching Language:	Arabic
Course Description:	
<p>This course seeks to discuss marketing concepts relations (RM). The course links customer behavior with decision taking, and how to build loyalty between the organization and the customers. This course also adopts the "building skills approach" to master the CRM skills.</p>	
Course Aims:	
<ul style="list-style-type: none"> • Practicing the analysis skills, information technology, problem solving, data collection, and communication skills. • Formulating strategies which cope with the competitive forces in internal and external environment. • Assessing the impact of the administration on the profitability of organizations. • Practicing the main administrative functions and the quality of customer service in different functional areas 	
Course Contents:	
<ul style="list-style-type: none"> • Marketing management • Customers. • Customer behavior • The customer and quality. • Customer relation management • Customer satisfaction • Customer loyalty • Customer value • The relation between the customer management and the customer relation. • Electronic management of customer relations 	