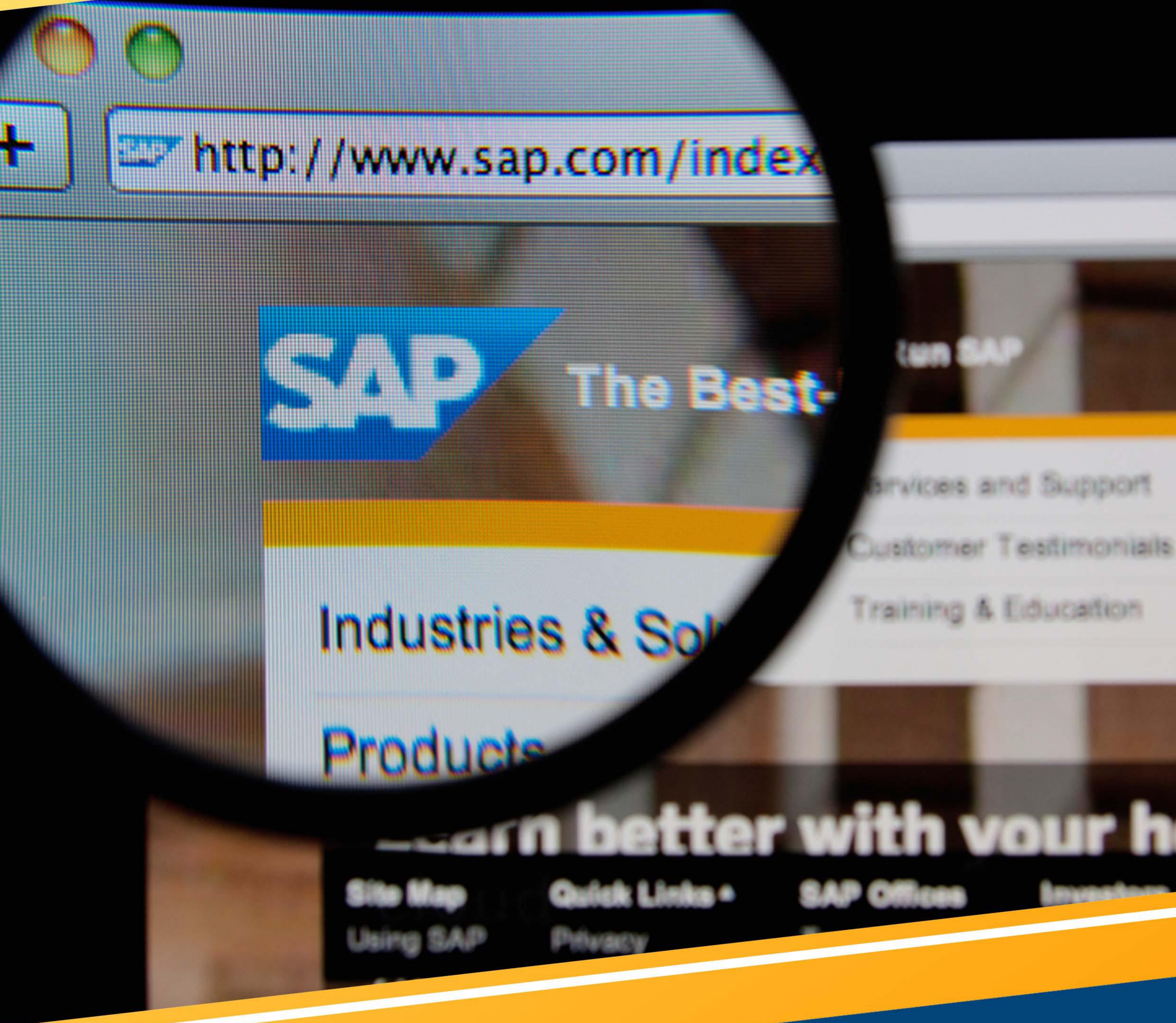




SAP CRM



About Course

CRM stands for customer relationship management. By definition, it covers all the ways you manage customer relationships across sales, marketing, customer service, and e-commerce. With CRM software, you can automate and integrate these customer-facing activities.

SAP CRM

CURRICULUM

① CRM OVERVIEW AND ARCHITECTURE

Introduction and CRM Definition
CRM Architecture Overview

② CRM FUNDAMENTALS

Business Partners
Organizational Management
Product Master
Opportunity Management
Activity Management
Partner Determination
Sales Transactions
CRM Billing

③ CRM FUNDAMENTALS – II

Marketing Planning Et Campaign Management
Marketing Planning a Campaign Management
Personalized Forms
Campaign Execution
Lead Management
ASAP



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