

### DMR 2005 Customer Value Econometrics

Customer value econometrics is a proven methodology for addressing critical business issues. Customer value econometrics is the combination of customer value added techniques with economic value comparisons that allows targeted improvement of customer service where it will have the greatest business benefit. Customer value added analysis uses competitive market research techniques coupled with econometric modeling to establish direct links for ratings of customer preferences and service to market share. The module addresses; Customer value management (CVM), Building blocks for value, Life time value concept, Quantitative and qualitative analysis for CVM, Customer Economics and modeling, CV model Architecture and development, model testing, CV econometrics reporting, CV decision making.

### DMR 2006 Consumer & Psychology Behavior

The course introduces a wide range of behavioral concepts, and explores the strategic implications of consumer behavior for marketers. The course challenges students to explore the realities and implications of buyer behavior in traditional and e-commerce markets. Key to the course is demonstrating how an understanding of buyer behavior can help to improve strategic decision making. This module will address the following areas: CB and marketing management, problem recognition and information search, consumption and post-purchase behaviour, consumer decision making, motivation, mood, and involvement, communication and persuasion, consumer behavior and society.

### DMR 3001 Customer Relationship Management (CRM)

Customer attrition and customer flight are now real survival issues for most businesses world over. The focus of the course is to assist participants identify the critical success factors of an organization-wide relationship management thrust. The module addresses; The new generation organisation, Relationship approach to business, Principles of RM, the building Blocks for CRM, Relationship development cycle, Relationship intensity, Segmentation and targeting (one 2 one), Relationship management strategies, Community building, Application of IT in relationship management.

### DMR 3002 Brand Management

The purpose of the Product and Brand Management course is to give a fundamental understanding of how to build, measure, and manage a brand. The module addresses; Demystifying branding, Brand dimensions, Positioning and targeting, Reputation management, Stakeholder relations and corporate image, corporate social responsibility, Global and international considerations, Rebranding and repositioning.

### DMR 3003 Advertising & Communications Management

This course aims to give the student full knowledge and understanding of the basic principles and techniques of advertising and how it is used in various marketing and business understandings. This course includes topics on the basic areas of advertising activities and the various advertising institutions, strategy development, conceptualization, copywriting and layout, production, media planning and implementation. The course seeks to develop in the students the creative skills needed in the planning and execution of advertising campaigns and hopefully acquire some experiential techniques in the total development, implementation and evaluation of a campaign. The module addresses; The marketing communication mix, Departmental structures, AIDA and AIETA Models, Advertising, Planning, Advertising Decisions, Objectives Setting, Budgeting, Advertising Content, Design, Creativity and Message Choice, Media Planning & Choice, Campaign Evaluation, Advertising Effectiveness Research.

### DMR 3003 Value Chain Analytics & Product Reengineering

The emphasis will be on the importance of understanding the business not as a collection of separate functions but as an integrated set of disciplines that work collaboratively to create business processes delivering value to a firm's customers. The evolution of the value chain concept and the impact of technology on value chain management will be demonstrated, as well as the impact of effective value chain management on a firm's competitiveness. This

module addresses; the VC concept, dimensions of competitiveness, Profitability, and the Role of the VC, The VC Foundation - goals & strategies, people & culture, infrastructure, identifying critical participants in the VC, the value creation process: designing the product or service, SCM, source and make, supply chain management - deliver, closing the value chain loop, "The Cure" of technology in the value chain, quality and TQM.

### DMR 3004 Corporate Governance & Business Ethics

The objective of the course is to present the main questions and answers related to the agency problem, as well as the empirical work aimed to understand the effect of the ownership structure on firm behaviour. The module will address the following issues; CG and sustainable risk management, CG framework, risk management and the Turnbull recommendations, Internal controls, The Enron case study, framework, The King's Report, The Cadbury Report, The Greenbury Report, The Hampel Review, Modern company law for a competitive economy, The combined code, listing rules: Corporate governance in practice.

### DMR 3005 Business Law

The module aims to get the student to develop competencies to read contracts and make informed decisions about them. The student is expected to display some understanding of the operation of the judicial system of Zimbabwe and how it affects businesses operating in the country. The student is introduced to the general principles of law and providing an understanding of how the law is sourced and administered. This module will address the following areas: The nature of the Law, The legal environment, Zimbabwean Courts; General Principles of Contracts, Contract of sale, Contract of Lease, Contract of Hire Purchase, Delict, Partnerships and Companies, Debt Collection, Carriage of Goods, Agency.

### DMR 4001 Work Related Research

The course aims to equip candidates with research skills applicable in the business arena. These will include development of research proposals having fully defined the research problem; establish research objectives, quantitative and qualitative approaches to business research and respective data techniques. Candidates will produce a practical business research project write up of up to 8000 words, representing 100% assessment for this final course.



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# EXECUTIVE DIPLOMA



## MARKET & RELATIONSHIP MANAGEMENT



Affiliate College of the National University of Science & Technology  
Registered with the Ministry of Higher and Tertiary Education



National University Of  
Science & Technology

## Introduction

The programme is designed for professional practitioners in customer service, marketing and sales who desire to change their working life and perform better. The programme will meet the needs of those professionals with technical and relationship management skills in selling, marketing, business development and customer relationship management. The programme seeks to provide a practical bridge between conventional academic curricula with the intricacies of the marketing workplace. The programme includes such modules as marketing informatics and support systems, customer value econometrics, customer relationship management and marketing finance and budgeting.

## Objectives of the Programme

- To equip students in the private and public organisations with effective marketing management skills and knowledge.
- To develop competencies in practitioners in marketing management to create, and manage profitable relationships with their customers.
- To encourage a culture of customer experience and customer value management in Zimbabwe so as to sustain businesses in this contemporary and competitive business environment.
- To highlight the role of information management and analytics in marketing and customer relationship and value management.

## Entry Qualifications

- At least 5 O' Levels at grade C or better inclusive of English and mathematics. However, candidates who do not have O; Level mathematics can apply and shall be required to successfully complete a compulsory mathematics access course (Quantitative Methods CQM 1100) before commencement of the programme.
- A minimum of two years' relevant work experience.
- Higher qualification will be an added advantage.

## Duration of Programme

The programme consisting of coursework shall normally be completed over 24 months in an intensive part-time basis (week-ends).

## Course Synopsis

### DMR 1001 Business Communication

The aim of this module is to address the need for business executives to be knowledgeable and competent in dealing with the communication challenges faced by today's organisation. To achieve in the business world today one has to be able to communicate well. Oral communication and report writing are central to decision making in organisations. This module aims to rescue executives who often struggle with their communication skills to achieve the right impact. The module will address the following issues; communication theory, communication in an organisation, written communication, messages, oral communication, meetings, graphic communication, audio and visual aids.

### DMR 1002 Quantitative Methods

This course is a study of quantitative methods and approaches in organization. The objective of the course is to familiarize the student with advanced quantitative approaches and mathematical optimization techniques used to address managerial and industrial problems. Students will understand and apply the basics of descriptive statistics and inferential statistics to improve or enhance the decisions they make in business. This module will address; Collection and presentation of numerical information, Data Description, Business Calculations, Correlation and regression analysis, Probability, Linear Programming: Assumptions Graphical, Sampling, Index Numbers, Time Series Analysis.

### DMR 1003 Business Analysis & Strategy

The roots of business are premised on value creation and success hinges on the ability to create superior value for stakeholders. Businesses do not operate in a vacuum and they compete for markets. The essence of analysis and understanding of the operating business and marketing environment is to place the business at a strategic advantage over its competitors to deliver superior value. This module attempts to develop skills and understanding of the variables (either internal or external) in value creation. The objective being to exploit those factors that support value creation and working around those with adverse impact. The module addresses; the business environment and marketing, business overview, sustainable competitive advantage, micro environmental analysis, macro environmental analysis and strategic intervention formulation.

### DMR 1004 Marketing Informatics & Support Systems

The roots of business information systems are premised on value of information in decision making and the realisation that effective and business success hinges on the ability to make informed and superior decisions (relative to competitors) at the right time. On the same note, marketing decisions can make or break an organisation if they are ill-timed or flawed. Right and adequate information needs to be available to marketing decision makers when required. The module addresses; marketing and customer data sources, data processing, value of Information, competitive intelligence, marketing information system, information management infrastructure, Information management and decision support system making.

### DMR 1005 Marketing Research Fundamentals

Marketing Research introduces the concepts and applications of market research through the marketing management approach. This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to strategy, including marketing, advertising, sales and product design and development. The module addresses; the role and limitations of marketing research, definition of marketing research, The purpose of the research, research design, reporting period, The research proposal, Problem definition, hypothesis generation, type of study, data collection methods and instrument design, development of an analysis plan, data collection, analysis of data, drawing conclusions and making recommendations. Report writing and presentation.

### DMR 1006 Global Marketing

This course will present an overview of the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based. Focus will be on the decision making process in foreign market analysis, target identification, product planning, promotion and channels of distribution. The module addresses; International Business Environment: Global strategies on pricing, product, communication and place. Emerging markets. Marketing conditions and environmental issues. Export Marketing Management - Overseas market research, Export pricing and finance. Management of international business risk. Export-import procedures. Role of intermediaries, Inco-terms and documentation.

### DMR 2001 Customer Service Auditing & Planning

Research has shown that an average business only hears from 4% of their customers who are dissatisfied with their products or services; of the 96% who do not bother to complain, 25% of them have serious problems. It has also been noted that the 4% complainers are more likely to stay with the supplier than are the 96% non-complainers. It is in light of these realities that this module was designed to assist practitioners in marketing have skills and competencies to audit their practice and craft strategic customer service plans that tackle customer service challenges. The module addresses; The Gap model, The SERVQUAL model, The service building blocks, The customer service auditing process, the strategic review, Customer and competitive analysis strategy Formulation, Strategic refocusing, Implementation and monitoring, Case studies.

### DMR 2002 Relationship Selling

This module provides practical understanding of the selling process (taking a prospective customer from a state of unawareness to making a sale and then building a relationship with them.) These processes provide the foundation for many of the day to day activities in the sales team and the module will ensure students have the understanding and overview of the various activities they may be involved in supporting to build strategic relationships with customers. The module addresses; the new selling environment, The selling cycle, Qualities of "go-getters", From Total Quality Management to Customer Care, From JIT to Relationship Marketing, Reverse Marketing, From Relationship Marketing to Relationship Selling, Relationship opportunity hunting, Relationship selling principles, Negotiation for win results, Tactics of Relationship Selling, Relationship based strategies.

### DMR 2003 Key Account Management

In today's competitive business environment keeping the right customers is essential for continuity, maintaining predictable sales revenue streams, and of course profitability. The ever increasing pressure from competition means that suppliers face the difficult challenge of managing accounts that are strategically important, increasingly more powerful in their purchasing demands and highly critical to the success of the business. The module addresses; Key Account Management, Advantages & Dangers of Key Account Management, Deciding on Key Account Management, The Tasks & Skills of Key Account Management, Key Account Management Models, strategies, Global Account Management, Building Relationships with Key Accounts, Key Account Information & Planning System.

### DMR 2004 Business Finance & Budgeting

This module will address the following areas; foundations: the financial environment, cash flows and accounting, shareholder wealth and the agency problem, marketing financial decision making, the time value of money, marketing budgeting, tools of financial analysis, the goal of the finance function. Analysis of financial position: ratio and funds flow analysis. Concepts of value and return, risk and return, financial and operating leverage, financial ratios, budget analysis and investment appraisal. management of working capital, estimation and financing, management of cash, leasing, hire purchase, receivables and inventory and current liabilities, sources for marketing funding; customer service, research and development, sales and business development, marketing training and development, research and development, sales promotions, advertising.