

MKTG 525 Week 1 Discussion

Welcome to the class discussions! Be sure to review your instructor's discussion posting expectations, and let them know if you have any questions.

Let's start this week's discussion with customer relationship management (CRM). Give an example of a company with which you have a relationship as its customer— frequent flier miles, grocery store points, credit card cash back, or any other type of loyalty program. What elements of the company's CRM keeps you loyal to the company, brand, or product?

Greetings Professor and Class,