

Customer Relationship Marketing (CRM) An Integrated Approach

Tuesday 6:00 – 9:00 PM

Instructor - Paul Millard

This course will seek to provide an understanding of how multiple marketing disciplines integrate with each other to enhance the impact of the message to the target audience, at multiple touch points. This course will also seek to establish a basic understanding of how key marketing activities affect consumer behavior within the buying cycle.

This course is designed to be highly interactive. Both students and the instructor will work together to learn and understand the subject matter. The instructor will interject real life situations, where appropriate, to emphasize particular points.



One central customer database drives communications throughout the ownership cycle.



Paul Millard is an experienced Marketing Manager specializing in the planning, development and execution of integrated marketing strategies and tactics. His 20 years of experience includes extensive campaign management and database marketing in both the client and agency environments.
Degree earned: Cal State Fullerton, 1982, BA Communications