CRM as an Outreach and Communication Strategy with Graduates of the Master’s Degree in Marketing Management

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ABSTRACT

This research aims to propose a strategic Customer Relationship Management (CRM) model as a key element for outreach and communication, in order to create relevant benefits and improve the decision making process as well as strengthen, enhance, and manage relationships with graduates of the Master’s Degree in Marketing Management. A strategic CRM model will be the means through which, regardless of the type of technology employed, it will be possible to establish close relationships with the graduates and remain informed of their current situation. This research was carried out by correlation variables using the statistical tool of multivariate analysis by means of the SPSS (Statistics Product and Service Solutions.) The research concludes with the proposal of a strategic CRM model.

Keywords: Strategic model, technology, decision making, contact management.