Training Course: CRM: 5 days

Schedule:

Day 1: Marketing problem solving

Day 2: One-to-one relations with customers

Day 3: Machine learning for customer profiling

Day 4: CRM development

Day 5: Case Study plus Exam

Course Exam: 2 hours: 50 multiple choice questions. If you score 35 or above over 50 points, you pass the exam and obtain a certificate of success; otherwise, you will obtain a certificate of attendance.

Costs:

F2F, Vermont residents: $980 per person including the exam.

F2F, Outside Vermont: $1580 per person including the exam.

Online: $480 per person including the exam.