



RTU academic master study program Business Informatics

## DOP702

# Customer Relationship Management and Social Network Technologies

### Abstract

Customer relationship management systems together with social networking enable reaching a large number of customers and potential customers as well as gathering and distributing information using electronic channels. The course explores typical characteristics of customer relationship management systems and social networking applications with emphasis on understanding dynamics interactions within networking systems. Specific features of different social networking technologies and their utilization in business process optimization are also reviewed.

Within course cooperation with:



### Teaching staff



*Responsible instructor*  
Dr.sc.ing., professor [Jānis Grabis](#)