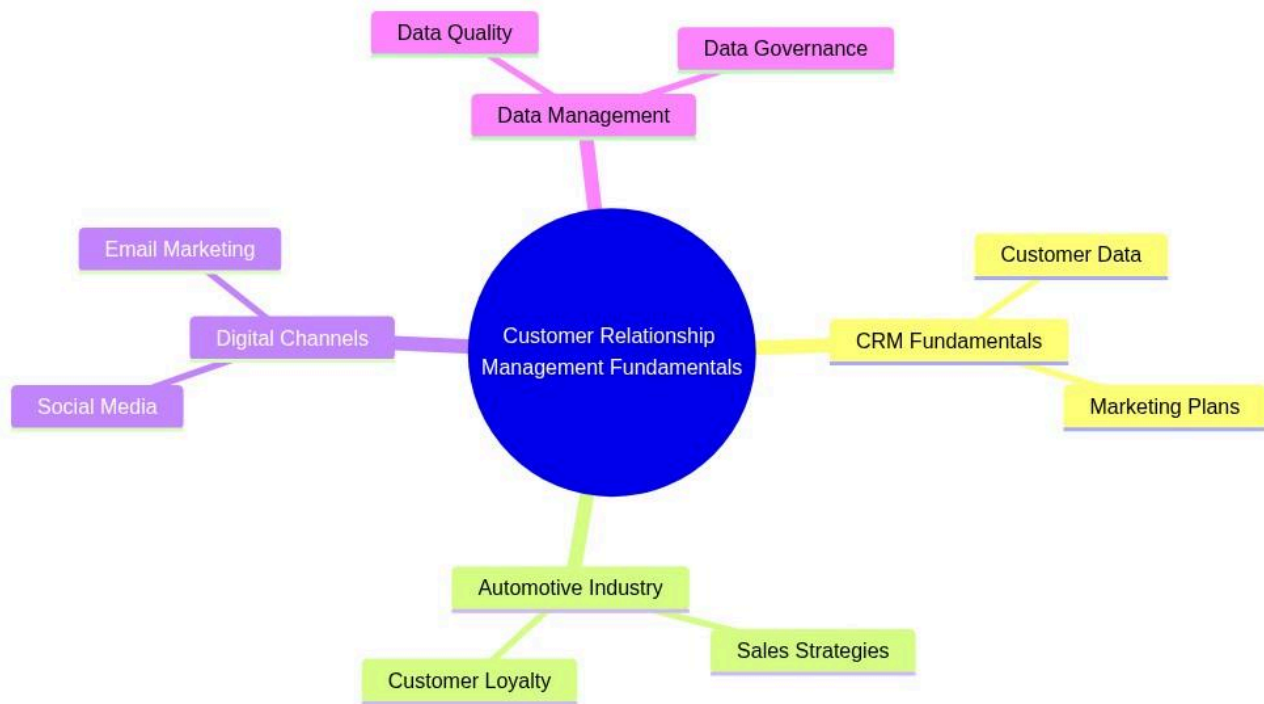


Undergraduate Certificate in CRM Strategies for Automobile Dealerships (Advanced)

Customer Relationship Management Fundamentals



```
mindmap
  root((Customer Relationship Management Fundamentals))
    CRM Fundamentals
      Customer Data
      Marketing Plans
    Automotive Industry
      Sales Strategies
      Customer Loyalty
    Digital Channels
      Social Media
      Email Marketing
    Data Management
      Data Quality
      Data Governance
```