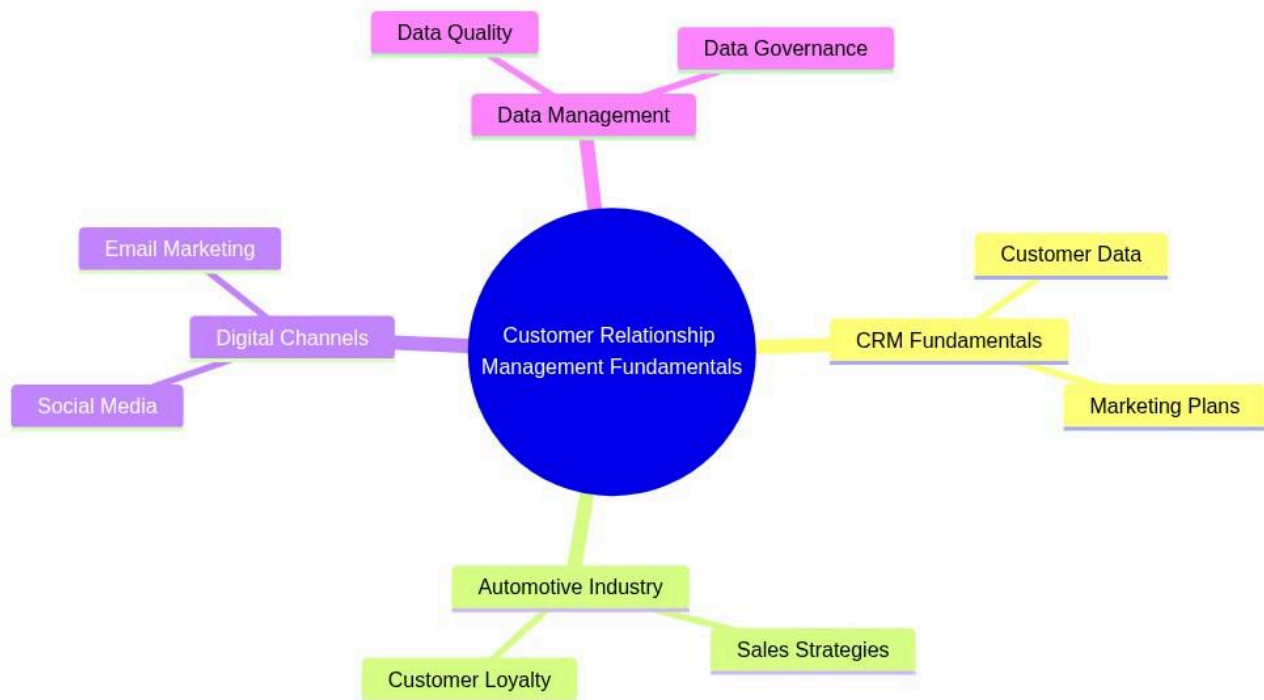


Undergraduate Certificate in CRM Strategies for Automobile Dealerships (Advanced)

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
  
```