#### Practice work

**Features of using CRM - systems in marketing and management Purpose of the work:** to study the methodological foundations of CRM -

systems in marketing and management.

**Tasks of the work:** to get acquainted with the peculiarities of using CRM systems in marketing and management, study the main performance indicators, draw up a list of measures aimed at improving the efficiency of information resources and systems, prepare a brief analytical note and a message in a practical lesson.

#### Task:

* find information resources for the selected task option;
* get acquainted with the description, structure and features of the system;
* analyze the practice of its application;
* make a list of measures for the implementation of a CRM-system at the enterprise;
* prepare a brief analytical note (purpose, tasks of the work, found resources and their brief characteristics, advantages, disadvantages, conclusions, suggestions);
* prepare a message (presentation) in a practical lesson;
* answer control questions.