Lesson Plan

Module: Digital tools   **Learning Unit: CRM Systems**

Desired Core professional goal Learners will be able to - analyse the needs of their organisation in terms of the CRM Systems to be implemented; - identify the best CRM Systems according to the needs.	**Benchmark** e-platform
Level Basic	**Framework** Empower

Professional micro-learning outcomes

Learning how to learn

Reflect about the needs…

The learners will:
- analyse the needs of their organisation in terms of the CRM Systems to be implemented;
- identify the best CRM Systems according to the needs.

Micro-learning activities

Learning how to learn

Learners have to:

- watch the presentation on YouTube https://youtu.be/uXjMghx9c8A