



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship Management							
Course Code		HIT216		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Dominated by the concept of customer relationship management, customer requests and needs to recognize, implement the process of customer relationship management, customer value management and customer classification knows, that the concepts of customer acquisition-retention, the dominant phenomenon of customer loyalty, customer complaints management, can choose the appropriate information technology for the application process, in data collection process is to educate individuals with relationship marketing competence.							
Course Content		In general, the following information will be given: 1.To introduction Customer Relationship Management 2. Customer Relations Economic Aspects							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Ins. Burak GÜRSER							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Lecturer's Notes
---	------------------

Week	Weekly Detailed Course Contents	
1	Theoretical	To introduction Customer Relationship Management
2	Theoretical	Relationship Marketing Approach
3	Theoretical	Customer Concept and Customer needs and demands
4	Theoretical	Customer relations Economic Direction
5	Theoretical	CRM Components
6	Theoretical	Ways to Build Customer Relationships and Relationship Types
7	Theoretical	Customer Acquisition and Retention
8	Intermediate Exam	Mid-term
9	Theoretical	Analysis of Customer Information and Customer Pyramid Analysis
10	Theoretical	Customer Value Management
11	Theoretical	CRM Measurement Approaches
12	Theoretical	Technology and Systems Evaluation of CRM
13	Theoretical	Reasons for CRM Failure
14	Theoretical	Criticism of the Customer Relationship Management and Future of Customer Relationship Management
15	Theoretical	Criticism of the Customer Relationship Management and Future of Customer Relationship Management

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Midterm Examination	1	14	1	15



Final Examination	1	17	1	18
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Knowledge of consumer behavior, recognition customer types, and to develop appropriate approaches
2	To understand the customer retention programs to win, and lost customers
3	research the impact of technology in customer relationship management
4	List CRM types
5	How information systems can be used in different CRM applications

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2
P1	4	5
P2	5	4
P3	3	5
P4	3	3
P5	4	2
P6	2	4
P7	5	5
P8	4	4

