AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Relationship Marketing						
Course Code		PAR156		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		The main objective of the course is to explain the change in the marketing paradigm and relational marketing.						
Course Content		Relational marketing strategy (customer acquisition, customer retention, customer retention, customer value), relational marketing in practice, customer relationship management, customer relationship management, Customer relationship management, Case study analysis, Control of relational marketing applications.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion				
Name of Lecturer(s)								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Odabaşı, Y. (2000). Customer relations management. İstanbul: Sistem Publishing.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts in relationship marketing (customer relationship in terms of customer and business, customer life cycle, market orientation)
2	Theoretical	Basic concepts in relationship marketing (customer relationship in terms of customer and business, customer life cycle, market orientation)
3	Theoretical	Target market selection and positioning in relational marketing
4	Theoretical	Target market selection and positioning in relational marketing
5	Theoretical	Relational marketing strategy (customer acquisition, customer retention, customer recycling, customer value)
6	Theoretical	Relational marketing strategy (customer acquisition, customer retention, customer recycling, customer value)
7	Theoretical	Relational marketing in practice,
8	Theoretical	Relational marketing in practice,
9	Intermediate Exam	Midterm
10	Theoretical	Customer relations management
11	Theoretical	Customer relations management
12	Theoretical	Case study analysis
13	Theoretical	Case study analysis
14	Theoretical	Control of relational marketing applications
15	Theoretical	Control of relational marketing applications
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	2	28
Assignment	7	0	1	7
Midterm Examination	1	5	1	6

Final Examination	1	5	1	6
		Total Workload (Hours)		75
		[Total Workload (Hours) / 25*] = **ECTS**		3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understand the change in marketing understanding
2	Being able to learn what relational marketing directional change means
3	Along with theoretical knowledge in the field of relational marketing, relational in an enterprise by examining samples from practice have the necessary knowledge to establish a marketing system.
4	Explain competitive strategies in business
5	Explain the promotional activities of distribution channels.

Programme Outcomes *(Marketing)*

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2
P1	5	5
P2	4	5
P3	4	4
P4	5	5
P5	5	5
P6	5	5
P7	5	5
P8	5	5
P9	5	5
P10	5	5
P11	4	4
P12	4	4
P13	1	1
P14	2	2