



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Customer Relationship Management								
Course Code	PZL205			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	For keeping customers firms must improve the strategies that understand the customer needs								
Course Content	Changing customer profile and customer relationship levels, Key of the successful customer relationship- Model of keeping customers, Elements of influences customer relationship, Beginning steps to CRM								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Strategy and One-to-one Marketing, Arman Kırım, İstanbul: Sistem Yayıncılık
2	CRM in Selling and Marketing, Yavuz Odabaşı, İstanbul: Sistem Yayıncılık, 6. Baskı, 2009

Week	Weekly Detailed Course Contents	
1	Theoretical	What forced the firms apply CRM?- Transition from 4P to 4C
	Preparation Work	Instruction book
2	Preparation Work	Instruction book
3	Theoretical	Changing customer profile and customer relationship levels
	Preparation Work	Instruction book
4	Theoretical	Benefits of customer relationship
	Preparation Work	Instruction book
5	Theoretical	Elements of influences customer relationship
	Preparation Work	Instruction book
6	Theoretical	Key of the successful customer relationship- Model of keeping customers
	Preparation Work	Instruction book
7	Theoretical	What is CRM (Customer Relationship Management)? Concepts of CRM
	Preparation Work	Instruction book
8	Preparation Work	Instruction book
	Intermediate Exam	Mid term Exam
9	Theoretical	Beginning steps to CRM
	Preparation Work	Instruction book
10	Preparation Work	Instruction book
11	Theoretical	Goals of CRM, Progresses of CRM and helping the marketing activities
	Preparation Work	Instruction book
12	Theoretical	Opportunities that creates CRM, Benefits of CRM
	Preparation Work	Instruction book
13	Theoretical	Special features of successful CRM projects
	Preparation Work	Instruction book
14	Theoretical	CRM and 5 basic difficulties
	Preparation Work	Instruction book
15	Theoretical	Cause of CRM projects failure
	Preparation Work	Instruction book
16	Preparation Work	Instruction book



16	Final Exam	Final Exam
17	Preparation Work	Instruction book
	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	7	0	14
Reading	14	2	0	28
Midterm Examination	1	14	1	15
Final Examination	1	14	1	15
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	To be able to know customer.
2	To be able to organize customer appointment programme.
3	To be able to contribute to set customer relations levels.
4	To be able to understand the factors that affect customer relations
5	To be able to contribute to apply customer relations management projects.

Programme Outcomes (Marketing)	
1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High					
	L1	L2	L3	L4	L5
P1	3	4	3	4	3
P2	3	4	4	4	4
P3	1	3	1	1	1
P4	4	4	4	5	5
P5	3	1	3	1	1
P6	1	1	1	1	1
P7	1	1	1	1	1
P8	4	5	4	5	4
P9	1	4	1	3	4
P10	1	4	5	4	4
P11	4	4	3	3	3
P12	3	3	3	3	3
P13	1	1	1	1	1



P14	3	3	3	3	3
P15	1	1	1	1	1

