



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship Management							
Course Code		HAT256		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To give basic information on the management of customer relationships. To ensure that the theoretical and practical knowledge at work enough to implement with success customer relationship management process of students. To bring up individuals in Relationship marketing is the process of educating who have competence in data collection.							
Course Content		Customer Relationship Management (CRM) Introduction, Relational Approach to Marketing, Customer Concept and customer requests and needs, Economic Aspects of Customer Relationship Management, Customer Relationship Management Components, Relationship Types and Ways of Creating Customer Relations, Customer Acquisition and Retention, Customer Complaints Management , Pyramid of Customer Information and Customer Analysis, Customer Value Management, Customer Relationship Management Measurement Approaches							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	On sale and Marketing Customer Relationship Management, Odabaşı, Y., İstanbul, 2013.
2	Magnetic Service - Secrets of Creating Customer Loyalty, Bell, C. R.,- Bell, B., Ankara, 2004.
3	101 Way to Customer Satisfaction, Foster, T. R., İstanbul, 2011.
4	100 Gold Strategy on Customer-Focused On Sale, Vardar, A., İstanbul, 2003.

Week	Weekly Detailed Course Contents	
1	Theoretical	Customer Relationship Management (CRM) Introduction
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 Type
7	Theoretical	Customer Acquisition and Retention
8	Intermediate Exam	Midterm Exam
9	Theoretical	Customer Complaints Management
10	Theoretical	Analysis of Customer Information and Customer Pyramid
11	Theoretical	Customer Value Management
12	Theoretical	CRM Measurement Approaches
13	Theoretical	Technology and Systems Evaluation of CRM
14	Theoretical	Reasons for CRM Failure
15	Theoretical	Criticism of the Customer Relationship Management and Future of Customer Relationship Management
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

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



Assignment	1	3	2	5
Midterm Examination	1	12	1	13
Final Examination	1	14	1	15
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to master Customer Relationship Management process .
2	To be able to improve knowledge of consumer behavior, customer types, recognition and appropriate approaches
3	To be able to comprehend the customer retention programs to win, and lost customers
4	To be able to recognize the process. of customer value management
5	To be able to recognize the programs of customer loyalty

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess 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	To be able to own 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	To be able to possess 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	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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	3	3	3	3
P2	2	2	2	2	2
P3	3	3	3	3	3
P4	4	4	4	4	4
P5	1	1	1	1	1
P6	3	3	3	3	3
P7	1	1	1	1	1
P8	1	1	1	1	1
P9	2	2	2	2	2

