



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship Management							
Course Code		LGT163		Coure Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To train individuals who know customer requirements and needs, to be able to perform Customer Relationship Management process, to know customer classification, Customer Value Management							
Course Content		Customer Relationship Management process, customer requirements and needs, types of customers, customer value management, loyalty and satisfaction programs, customer complaint management.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Ins. Ayşenur ÖREN							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Yavuz ODABAŞI - Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi Sistem Yayıncılık
2	Arman KIRIM - Strateji ve Birebir Pazarlama (CRM)Sistem Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Customer Relationship Management
2	Theoretical	Relational marketing approach
3	Theoretical	Customer concept, requirements and needs
4	Theoretical	Economy of Customer Relationship Management
5	Theoretical	CRM components
6	Theoretical	Types of relationship
7	Theoretical	Customer retention
8	Theoretical	Customer complaint management
9	Theoretical	Ara Sınav
10	Theoretical	Customer pyramid
11	Theoretical	Customer Value Management
12	Theoretical	CRM Measurement
13	Theoretical	Evaluation of CRM technology and systems
14	Theoretical	Reasons of failure on CRM
15	Theoretical	Future of CRM
16	Theoretical	Final Sınavı

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	1	0	13	13
Individual Work	1	0	10	10
Midterm Examination	1	4	1	5
Final Examination	1	4	1	5
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Organize Customer Relation Management process
2	Categorize consumer behaviours and types of Customers
3	Describe Customer Retention and regaining programs
4	Recognize Customer Value Management process
5	Explain Active and passive Loyalty programs
6	) Express customer complaint management
7	Recognize and select convenient information technologies for CRM
8	Criticize CRM

**Programme Outcomes (Logistics)**

1	Understanding of the basics needed for the mobility of production and consumption of goods.
2	Provide warehouse and inventory management decisions.
3	To decide on the mode of transport and handling equipment to be used.
4	Logistics information systems benefit from the process of the realization of the activities.
5	To dominate the national and international legislation regulating the field of logistics.
6	Administration, management and marketing ideas and conducting.
7	Sensitivity to the requirements of professional ethics move
8	Idea about the conduct of national and international transport policies.
9	Having written and oral communication skills.
10	Current society and understand the world.

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

	L1	L2	L3	L4	L5	L6	L7	L8
P1	3	3	3	3	3	3	3	3
P2	1	1	1	1	1	1	1	1
P3	1	1	1	1	1	1	1	1
P4	3	3	3	3	3	3	3	3
P5	1	1	1	1	1	1	1	1
P6	3	3	3	3	3	3	3	3
P7	1	1	1	1	1	1	1	1
P8	1	1	1	1	1	1	1	1

