



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship Management							
Course Code		İŞY261		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	53 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To enable the student to communicate with customers according to the goals and strategies of the business and to help classify customers according to their characteristics							
Course Content		Understanding today's changing and inquisitive customer profile; In this way, we can develop strategies to retain customers							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Evren KOÇ KIRDAŞ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	YAVUZ ODABAŞI, Customer Relationship Management in Sales and Marketing,
2	İSMET BARUTÇUGİL, Customer Relations and Sales Management,
3	BAHAR YAŞİN, Customer Relationship Management, Istanbul University Press

Week	Weekly Detailed Course Contents	
1	Theoretical	Fundamentals of Customer Relationship Management
2	Theoretical	Definition and Development of Marketing, Production Concept, Product Concept, Sales Concept
3	Theoretical	CRM Concept and Basic Philosophy
4	Theoretical	Classifying customers,
5	Theoretical	Customer Relationship Management Architecture: Operational, Analytical and Collaborative CRM
6	Theoretical	Customer-Focused and Customer Value-Based Organizational Structure within the Framework of Customer Relationship Management
7	Theoretical	Concept of Relationship, Advantages and Disadvantages of Customer Relationships
8	Theoretical	Creating customer value
9	Theoretical	Customer Satisfaction, Customer Loyalty and Business Performance
10	Theoretical	Measuring customer satisfaction and Customer Lifetime Value
11	Theoretical	Interpret information about traditional consumer and online consumer behavior
12	Theoretical	Customer lifecycle process: customer identification, customer Selection, customer acquisition, customer retention and growth.
13	Theoretical	Data Mining in Customer Relationship Management
14	Theoretical	Management of customer complaints

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	0	10
Final Examination	1	15	0	15
Total Workload (Hours)				53
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Getting to know the concept of customer
2	Creating a customer profile



3	Determining customer needs
4	Customer happiness
5	Retaining customers and increasing customer profitability

**Programme Outcomes (Foreign Trade)**

1	Economics, business law, labor and social security law, business, accounting, and describe the basic concepts of international trade
2	Of delivery and payment to foreign trade, foreign trade transactions and edit documents used
3	Mathematical operations to commercial
4	Grasp of the Turkish bank-exchange regulations, to prepare documents that are used in these processes, business correspondence, make
5	Turkey customs legislation to the foundation, to prepare the documents and customs procedures to follow
6	Turkey export import regulations, the basic concepts of logistics, know the rules of international transport and prepare the documents necessary, carry out e-commerce transactions
7	Foreign trade operations in computer and be able to use a foreign language, foreign trade transactions
8	Grasp and analyze methods of financing foreign trade, foreign trade transactions in free zones to
9	To international marketing strategies, recognizing the risks of international trade, international monetary and capital markets to analyze the relationships
10	Understand the importance of quality and standardization in foreign trade, foreign trade transactions and tax practices to insure
11	Account for foreign trade and foreign exchange transactions
12	Turkey's economy and economic crisis of the world economy and to understand the developments in the EU - Turkey relations to follow, to recognize the international economic and financial organizations
13	Win the adequacy of research, professional ethics, to grasp, to know the methods of commercial correspondence
14	Atatürk's principles and reforms
15	Accordance with the rules To know writing and speaking of the Turkish language, to know the types literary texts, and spoken expression

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

	L1	L2	L3	L4	L5
P7	2	2	2	2	2

