



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 (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption ware
2	Give storage and inventory management decisions
3	To decide about types of transportation and handling equipment to be used to decide
4	Logistics information systems take advantage of the process of realization of activities
5	Be the judge national and international legislation regulating the field of logistics
6	Administration, management and marketing topic about give an idea
7	To be sensitive to the requirements of professional ethics
8	Provide an idea about the the national and international transport policies
9	To have written and spoken communication skills
10	Living in society and to 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
P1		2	3	2	2
P3	3	3	3	3	3

