



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|--|---|----------------------------------|---|------------|---|
| 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 | 60 |

Recommended or Required Reading

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| 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 |



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

Programme Outcomes (Textile Technology)

| | |
|---|---|
| 1 | 1. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. Be able to recognize problems, develop solutions for the problems, designing and having the ability to use theoretical knowledge in practical applications. |
| 2 | 2. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. – Be able to choose technical equipments which are needed for applications in the field and use effectively. - Awareness of the need for life-long learning to follow developments in the textile technology, learning independently and to gain awareness of continuous self-renewal. - Be able to examine the application of production processes in the textile industry. – Be respectful to their own history and to be conscious about the subjects of social responsibility, universal and social and professional ethics. |
| 3 | 3. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work. |
| 4 | 4. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. - To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work. |
| 5 | 5. Be able to examine the application of production processes in the textile industry. Be able to identify problems, to develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. Be respectful their own history and be conscious about the subjects of social responsibility, universal and social and professional ethics. |
| 6 | 6. Be able to examine the application of production processes in the textile industry. To be aware solutions and applications of the effects of global and societal context in technician-level; being aware of entrepreneurship and innovation, and to have knowledge of the issues of the age. |
| 7 | 7. To gain the knowledge and awareness of Atatürk's principles & reforms and using Turkish Language effectively. |
| 8 | 8. To gain the knowledge about his/her society and to gain a different point of view about 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 |
|----|----|----|----|----|----|
| P2 | 2 | 2 | 2 | 2 | 2 |
| P3 | 2 | 2 | 2 | 2 | 2 |
| P5 | 2 | 2 | 2 | 2 | 2 |

