



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Costumer Relationship Management							
Course Code		HİT256		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Dominated by the concept of customer relationship management, customer wants and needs, allowing the process of applying customer relationship management, customer value management, and customer classification, knowing that the concepts of customer acquisition-retention, customer loyalty dominant phenomenon, customer complaints management, enabling technology that can choose the appropriate knowledge in the implementation process, competence in the process of data collection is to educate individuals with relationship marketing.							
Course Content		The process of customer relationship management, customer demands and needs of the customer type and behavior of components of CRM, customer value management, customer satisfaction, satisfaction, and loyalty programs, customer complaint management, CRM and information technology, CRM to critical approach.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Elçin BAŞOL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi, Sistem Yayıncılık, 2007.
2	Strateji ve Birebir Pazarlama, Arman Kırım, Sistem Yayıncılık, 2011.

Week	Weekly Detailed Course Contents	
1	Theoretical	Customer relationship management (CRM) input
2	Theoretical	Relationship marketing approach
3	Theoretical	Classification of advertising
4	Theoretical	The concept of the customer and the customer wants and needs
5	Theoretical	The economic aspect of customer relations
6	Theoretical	CRM 's components
7	Theoretical	Relationship types and ways to create customer relationship
8	Theoretical	Customer acquisition and retention
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	Evaluation of CRM technology and systems
14	Theoretical	Reasons for the failure of CRM

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	1	28
Seminar	5	2	0	10
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Customer Relationship Management process to dominate
2	Customer value management process definition
3	Customer value management process definition
4	Recognition of the management of customer complaints
5	Customer Relations

Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L2	L4
P1	4		
P2	4		4
P3	4		4
P4	4	5	4
P5	4	5	5
P6		5	4
P7		5	4
P8		5	4
P9		5	4
P10		5	4
P11			4

