



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship Management							
Course Code		İPZ205		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		For keeping customers firms must improve the strategies that understand the customer needs							
Course Content		Changing customer pofile and customer relationship levels, Key of the succesful customer relationship-Model of keeping customers, Elements of influences customer relationship, Beginning steps to CRM							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Şinasi YAYLAGÜL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Arman Kırım, Strateji ve Birebir Pazarlama CRM, İstanbul: Sistem Yayıncılık
2	Yavuz Odabaşı, Satışta ve Pazarlamada Müşteri ilişkileri Yönetimi, İstanbul: Sistem Yayıncılık, 6. Baskı, 2009

Week	Weekly Detailed Course Contents	
1	Theoretical	What forced the firms apply CRM?- Transition from 4P to 4C
	Preparation Work	Examination of course materials
2	Preparation Work	Examination of course materials
3	Theoretical	Changing customer profile and customer relationship levels
	Preparation Work	Examination of course materials
4	Theoretical	Benefits of customer relationship
	Preparation Work	Examination of course materials
5	Theoretical	Elements of influences customer relationship
	Preparation Work	Examination of course materials
6	Theoretical	Key of the successful customer relationship- Model of keeping customers
	Preparation Work	Examination of course materials
7	Theoretical	What is CRM (Customer Relationship Management)? Concepts of CRM
	Preparation Work	Examination of course materials
8	Preparation Work	Preparation for midterm exam
	Intermediate Exam	Midterm
9	Theoretical	Beginning steps to CRM
	Preparation Work	Examination of course materials
10	Preparation Work	Examination of course materials
11	Theoretical	Goals of CRM, Progresses of CRM and helping the marketing activities
	Preparation Work	Examination of course materials
12	Theoretical	Opportunities that creates CRM, Benefits of CRM
	Preparation Work	Examination of course materials
13	Theoretical	Special features of successful CRM projects
	Preparation Work	Examination of course materials
14	Theoretical	CRM and 5 basic difficulties
	Preparation Work	Examination of course materials
15	Theoretical	Cause of CRM projects failure
	Preparation Work	Examination of course materials



16	Preparation Work	Preparation for final exam
	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	7	1	8
Final Examination	1	13	1	14
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To know customer
2	To organize customer appointment programme
3	To contribute to set customer relations levels
4	Understanding the factors that affect customer relations
5	To contribute to apply customer relations management projects

Programme Outcomes (Business Administration Management)

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	3	3	3	3	3
P8	3	3	3	3	3
P9	3	3	3	3	3

