



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship Management							
Course Code		HIT216		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	45 ( <i>Hours</i> )	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Dominated by the concept of customer relationship management, customer requests and needs to recognize, implement the process of customer relationship management, customer value management and customer classification knows, that the concepts of customer acquisition-retention, the dominant phenomenon of customer loyalty, customer complaints management, can choose the appropriate information technology for the application process, in data collection process is to educate individuals with relationship marketing competence.							
Course Content		In general, the following information will be given: 1.To introduction Customer Relationship Management 2. Customer Relations Economic Aspects							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Lecturer's Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	To introduction Customer Relationship Management
2	Theoretical	Relationship Marketing Approach
3	Theoretical	Customer Concept and Customer needs and demands
4	Theoretical	Customer relations Economic Direction
5	Theoretical	CRM Components
6	Theoretical	Ways to Build Customer Relationships and Relationship Types
7	Theoretical	Customer Acquisition and Retention
8	Intermediate Exam	Mid-term
9	Theoretical	Analysis of Customer Information and Customer Pyramid Analysis
10	Theoretical	Customer Value Management
11	Theoretical	CRM Measurement Approaches
12	Theoretical	Technology and Systems Evaluation of CRM
13	Theoretical	Reasons for CRM Failure
14	Theoretical	Criticism of the Customer Relationship Management and Future of Customer Relationship Management
15	Theoretical	Criticism of the Customer Relationship Management and Future of Customer Relationship Management

### Workload Calculation

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



Final Examination	1	10	1	11
Total Workload (Hours)				45
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2
*25 hour workload is accepted as 1 ECTS				

**Learning Outcomes**

1	Knowledge of consumer behavior, recognition customer types, and to develop appropriate approaches
2	To understand the customer retention programs to win, and lost customers

