



AYDIN ADNAN MENDERES UNIVERSITY
ATÇA VOCATIONAL SCHOOL
ECONOMICS AND ADMINISTRATIVE PROGRAMS
PUBLIC RELATIONS
COURSE INFORMATION FORM

Course Title	Customer Relationship Management								
Course Code	HIT216			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	45 (Hours)	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

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*] = ECTS				2
<i>*25 hour workload is accepted as 1 ECTS</i>				

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

