



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship Management							
Course Code		BSO254		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	56 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to customer retention, winning, customer relationships, customer-related concepts such as measuring the teach							
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 complaints 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. Zeliha Semra KILINÇ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yavuz ODABAŞI - Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi Sistem Yayıncılık
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Week	Weekly Detailed Course Contents	
1	Theoretical	Customer relationship management (CRM) input
2	Theoretical	Relationship marketing approach
3	Theoretical	The concept of the customer and the customer wants and needs
4	Theoretical	The economic aspect of customer relations
5	Theoretical	Components of customer relationship management
6	Theoretical	Relationship types and ways to create customer relationship
7	Theoretical	Customer acquisition and retention
8	Intermediate Exam	Midterm Exam
9	Theoretical	An overview
10	Theoretical	Customer complaints management
11	Theoretical	Organizational Problems and Customer Relationship Management
12	Theoretical	Customer Experience and Service Development
13	Theoretical	Sales Elements IT for Management and Automation
14	Theoretical	Reasons for CRM Failure
15	Theoretical	Criticism of the Customer Relationship Management and Future of Customer Relationship Management
16	Final Exam	Work Week

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	0	14	28
Midterm Examination	1	0	14	14
Final Examination	1	0	14	14
Total Workload (Hours)				56
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	Understanding of the changing marketing in the discovery of the importance of the customer
2	. 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 complaints management, CRM and information technology, CRM to critical approach.
3	Having the knowledge to develop appropriate B2C and customer relationship management strategies based on the knowledge of the companies' capacities, customers and general customer behavior in the market
4	To be able to give examples of quantitative techniques to analyze large databases
5	To be able to develop customer relationship management studies for companies by performing customer transactions database

Programme Outcomes (Banking and Insurance)

1	Gain practical skills in mathematics and social studies business problems
2	Professional and ethical responsibility to win
3	Business and other disciplines in the area of individual and ability to work effectively within a team
4	Apply the principles and processes related to the services offered by commercial banks.
5	To have the necessary theoretical knowledge for the realization of marketing and financing activities in the field of Banking and Insurance.
6	Can make bank and insurance accounting
7	Gains the ability to make economic analysis.
8	Have the ability to recognize, edit and store documents used in commercial life.

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	5	4	5	4	5
P2	4	5	3	5	4
P3	5	4	5	4	5
P4	4	5	4	5	4
P5	5	4	4	5	4
P6	3	5	3	3	3
P7	4	4	4	4	4
P8	5	5	5	5	5

