

Vocational School / Medical Documentation and Secretariat

2022 - 2023 Academic Year

CUSTOMER RELATIONSHIP MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CUSTOMER RELATIONSHIP MANAGEMENT	TDS2126520	Fall Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Derya TUĞLU				
Name of Lecturer(s)	Assist.Prof. Mahmut Selami AKIN				
Assistant(s)					
Aim	To give general information about Customer Relationship Management.				
Course Content	This course contains; 1.Definition, object and historical development of Customer Relationship Management,2.Approaches in Customer Relationship Management,3.Developing Customer Relationship Management,4.Customer Servis Concept and evaluation methods,5.Personal Selling,6.Personal Selling,7.The role of medical representative in Customer Relationship Management.,8.The role of medical representative in Customer Relationship Management.,9.Customer Relationship Management and Communication in pharmaceutical industry.,10.Medical Representatives and their communication in Customer Relationship Management.,11.Medical Representatives and their communication in Customer Relationship Management.,12.Customer Relationship Management and organizational structure.,13.The place of medical representative in pharmaceutical industry and Human Resources applications,14.General Review..				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.Explain the basic concepts about Customer Relationship Management			1, 10, 2, 3	A	
2.Summarize the importance of Customer Relationship Management in pharmaceutical industry			1, 10, 3	A	
Teaching Methods	1: Lecture, 10: Brainstorming, 2: Question - Answer, 3: Discussion				
Assessment Methods	A: Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	1.Definition, object and historical development of Customer Relationship Management				
2	2.Approaches in Customer Relationship Management				
3	3.Developing Customer Relationship Management				
4	4.Customer Servis Concept and evaluation methods				
5	5.Personal Selling				
6	6.Personal Selling				
7	7.The role of medical representative in Customer Relationship Management.				
8	8.The role of medical representative in Customer Relationship Management.				
9	9.Customer Relationship Management and Communication in pharmaceutical industry.				
10	10.Medical Representatives and their communication in Customer Relationship Management.				
11	11.Medical Representatives and their communication in Customer Relationship Management.				
12	12.Customer Relationship Management and organizational structure.				
13	13.The place of medical representative in pharmaceutical industry and Human Resources applications				
14	14.General Review.				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecturer's own notesMüşteri İlişkileri Yönetimi, Detay Yayınları Müşteri İlişkileri Yönetimi, Anadolu Üni.A.Ö.F. Yayınları Müşteri İlişkileri Yönetimi ve Satış Gücü Niteliklerinin Firma Marka İmajına Etkisi, (Pelin Özgen, Özgür SAKINÇ)