

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

CUSTOMER EXPERIENCE MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CUSTOMER EXPERIENCE MANAGEMENT	PR4112037	Fall Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses	Consumer BehaviorsCRM				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Prof.Dr. Ayşen AKYÜZ				
Assistant(s)					
Aim	This course introduces and elaborates the importance of Customer Experience Management for contemporary marketing theory and practice. It will explore the strategies and concepts of customer experience management. Students will learn how to create compelling experiences along the whole process of customer touch-points, the customer journey. I				
Course Content	This course contains; Introduction to customer experience management, Customer Journey, Customer satisfaction and touchpoint quality, Customer, employee, and technology roles throughout the customer journey, Customer journey mapping, Managing Conflicts, CRM, Group assignments, presentations and discussions, Group assignments, presentations and discussions, Group assignments, presentations and discussions, Group assignments, presentations and discussions, Group assignments, presentations and discussions, Group assignments, presentations and discussions.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Comprehend the importance of customer journey.			16, 5, 9	A, E	
Gain an understanding of the importance and challenges of creating memorable customer experiences			16, 5, 9	E	
Gain an understanding of how to assess customer experiences and how customer experience excellence contributes to sustainable business development			16, 5, 9	E	
Understand customer experience methods and creative tools.			16, 5, 9	E	
Generate solutions to turn customer dissatisfaction into customer satisfaction			16, 5, 9	E	
Teaching Methods	16: Question - Answer Technique, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to customer experience management				
2	Customer Journey	Reading of the related white paper			
3	Customer satisfaction and touchpoint quality	Reading of the related white paper			
4	Customer, employee, and technology roles throughout the customer journey	Reading of the related article			
5	Customer journey mapping	Reading of the related white paper			
6	Managing Conflicts	Reading of the related article			
7	CRM	Reading of the related article			
8	Group assignments, presentations and discussions				
9	Group assignments, presentations and discussions				
10	Group assignments, presentations and discussions				
11	Group assignments, presentations and discussions				
12	Group assignments, presentations and discussions				
13	Group assignments, presentations and discussions				
14	Group assignments, presentations and discussions				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
No required textbook. The required readings will be furnished before and during the class. Articles, white papers					