

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**CUSTOMER EXPERIENCE MANAGEMENT**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
CUSTOMER EXPERIENCE MANAGEMENT	HR4110492	Fall Semester	2+1	2,5	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Saadet UĞURLU				
<b>Name of Lecturer(s)</b>	Assist.Prof. Saadet UĞURLU				
<b>Assistant(s)</b>	Assist. Prof. Dr. Saadet UĞURLU				
<b>Aim</b>					
<b>Course Content</b>	This course contains; Who is the customer and the consumer? What are the customer types?,Changing Consumer Needs and New Definition,Changing Marketing Communication Transition from 4P to -4C,Next Generation Communication Tools and usage,How did Customer Experience Management come about? Definition and scope,Workflow Processes (Communication with customers, Customer acquisition and retention, measurement),Workflow Processes (Communication with customers, Customer acquisition and retention, measurement),Customer Experience in Integrated Marketing Communication,Workshop1- Experience with odor,Workshop2- Experience in the hospital,Workshop 3- Experience in living centers,Workshop 4- Experience in public spaces,General Evaluation.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Will able to define term of customer experience			16, 9	A	
2. Explain the charactersitics of customer experience.			13, 6, 9	A	
3. Understand the basics of customer experience			10, 13, 14, 6, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Who is the customer and the consumer? What are the customer types?	Course concepts can be examined			
2	Changing Consumer Needs and New Definition	The book 'Stratejik Communication Man. in New Media' should be read, 1-74			
3	Changing Marketing Communication Transition from 4P to -4C	'Marketing 3.0' in the Mebis course file can be read			
4	Next Generation Communication Tools and usage	The book 'Strategic Communication Management in New Media' should be read, -174			
5	How did Customer Experience Management come about? Definition and scope	The book 'Strategic Communication Management in New Media' should be read, 74-151.			
6	Workflow Processes (Communication with customers, Customer acquisition and retention, measurement)	Examination of old research papers in Mebis course files			
7	Workflow Processes (Communication with customers, Customer acquisition and retention, measurement)	Examination of old research papers in Mebis course files			
8	Customer Experience in Integrated Marketing Communication	Examination of old research papers in Mebis course files			
9	Workshop1- Experience with odor	Group work 1			
11	Workshop2- Experience in the hospital	Group work 2			
12	Workshop 3- Experience in living centers	Group work 3			
13	Workshop 4- Experience in public spaces	Group Field studies			
14	General Evaluation	Group field study data report preparation			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>	
Lecture notes	