

CUSTOMER RELATIONSHIP MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CUSTOMER RELATIONSHIP MANAGEMENT	MIS4171360	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Consumer Behavior, Digital Marketing, Brand Management				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Fatih PINARBAŞI				
Name of Lecturer(s)	Assist.Prof. Fatih PINARBAŞI				
Assistant(s)					
Aim	The course aims to examine the concept of customer relationship management from a theoretical perspective and to convey an integrated customer relationship management knowledge by associating it with examples in terms of practice.				
Course Content	This course contains; Introduction to Customer Relationship Management concept,Understanding the concept of Relationship / I,Understanding the concept of Relationship / II,Managing the Customer Life-cycle: Customer Acquisition,Managing the Customer Life-cycle: Customer Retention and Development / I,Managing the Customer Life-cycle: Customer Retention and Development / II,Customer Portfolio Management,How to Deliver Customer-experienced Value,Managing Customer Experience,Marketing Automation,Sales Force Automation,Service Automation,CRM Practises / I,CRM Practises / II.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.Will be able to apply different methods of consumer relation activities.			10, 12, 13, 16, 9	A	
1.1. Explain the concept and characteristics of consumer relations.			10, 12, 13, 16, 9	A	
1.2. Apply the activities of ensuring consumer loyalty.			10, 12, 13, 16, 9	A	
1.3. Exemplify the methods of ensuring consumer satisfaction.			10, 12, 13, 16, 9	A	
2. Will be able to evaluate the activities of attracting and retaining the consumer.			10, 12, 13, 16, 9	A	
2.1. Define the model of retaining of the consumer.			10, 12, 13, 16, 9	A	
2.2. Develop programs for retaining consumers.			10, 12, 13, 16, 9	A	
2.3. Exemplify consumer complaints			10, 12, 13, 16, 9	A	
3. Will be able to explain customer portfolio management and value delivery concepts based on customer value.			10, 12, 13, 16, 9	A	
3.1. Define and explain the concept of customer portfolio.			10, 12, 13, 16, 9	A	
3.2. Explain customer-experienced value.			10, 12, 13, 16, 9	A	
4. Will be able to identify what customer experience is and explain customer experience.			10, 12, 13, 16, 9	A	
4.1. Explain customer experience concept.			10, 12, 13, 16, 9	A	
4.2. Explain the models related to customer experience.			10, 12, 13, 16, 9	A	
5. Will be able to explain the components of operational CRM.			10, 12, 13, 16, 9	A	
5.1. Explain the marketing automation.			10, 12, 13, 16, 9	A	
5.2. Explain the sales force automation.			10, 12, 13, 16, 9	A	
5.3. Explain the service automation.			10, 12, 13, 16, 9	A	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Customer Relationship Management concept				
2	Understanding the concept of Relationship / I				
3	Understanding the concept of Relationship / II				
4	Managing the Customer Life-cycle: Customer Acquisition				
5	Managing the Customer Life-cycle: Customer Retention and Development / I				
6	Managing the Customer Life-cycle: Customer Retention and Development / II				
7	Customer Portfolio Management				
8	How to Deliver Customer-experienced Value				
9	Managing Customer Experience				
10	Marketing Automation				
11	Sales Force Automation				
12	Service Automation				
13	CRM Practises / I				
14	CRM Practises / II				
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources
1. Customer Relationship Management, Concepts and Technologies, Francis Buttle, Stan Maklan, Routledge Yayınevi, 2019
2. Don Peppers, Martha Rogers, Müşteri İlişkileri Yönetimi (CRM), Optimist Yayınları, İstanbul, 2013
3. Odabaşı Y. Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi, Sistem Yayıncılık, İstanbul, 2010.