

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CUSTOMER RELATIONSHIP MANAGEMENT	HR2252580	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Saadet UĞURLU				
Name of Lecturer(s)	Assist.Prof. Saadet UĞURLU				
Assistant(s)	Assist. Prof. Dr. Saadet Uğurlu				
Aim	To evaluate the dimensions of consumer relations management and to develop the activities of consumer relations management.				
Course Content	This course contains; Who is customer and consumer, Types of consumer and customer,How did Costomer Relationship Management come about? Definitions and scopes,Advertising Agencies and Customer Relationship Management, Agency structure, duties and responsibilities,Customer brief, how to take customer brief and strategical planning, creative brief,Workflow Process and Role of Customer Representative,Characterictics of a good customer representative,Customer Satisfaction and Customer Loyalty,Developing communication with customers,Winning and Retaining Customer,Measuring Customer Relationship,Data Management,Customer and Potential Customer Programs,Social CRM,Customer Relationship Project- Student Presentation.				
Course Learning Outcomes				Teaching Methods	Assessment Methods
At the end of this course, the students;					
1. Will be able to apply different methods of consumer relation activities.			13, 16, 9	A	
1.1. Explain the concept and characteristics of consumer relations.			13, 16, 9		
1.2. Apply the activities of ensuring consumer loyalty.			13, 16, 9		
1.3. Exemplify the methods of ensuring consumer satisfaction.			13, 16, 9		
2. Will be able to evaluate the activities of attracting and retaining the consumer.			13, 16, 9	A	
2.1. Define the model of retaining of the consumer.			13, 16, 9		
2.2. Develop programs for retaining consumer.			13, 16, 9		
2.3. Exemplify consumer complaints			12, 13, 16, 9		
Teaching Methods	12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Who is customer and consumer, Types of consumer and customer.	Basic concepts can be examined			
2	How did Costomer Relationship Management come about? Definitions and scopes	1-2 chapters of the book 'How the consumer thinks' can be read.			
3	Advertising Agencies and Customer Relationship Management, Agency structure, duties and responsibilities	The relevant file loaded in the course file can be read			
4	Customer brief, how to take customer brief and strategical planning, creative brief	sample campaign reviews			
5	Workflow Process and Role of Customer Representative	The relevant file loaded in the course file can be read			
6	Characterictics of a good customer representative	The relevant file loaded in the course file can be read			
7	Customer Satisfaction and Customer Loyalty	3-4 chapters of the book 'How the consumer thinks' can be read.			
8	Developing communication with customers	3-4 chapters of the book 'How the consumer thinks' can be read.			
9	Winning and Retaining Customer	3-4 chapters of the book 'How the consumer thinks' can be read.			
10	Measuring Customer Relationship	3-4 chapters of the book 'How the consumer thinks' can be read.			
11	Data Management	The relevant file loaded in the course file can be read			
12	Customer and Potential Customer Programs	3-4 chapters of the book 'How the consumer thinks' can be read.			
13	Social CRM	The loaded presentation in the course files can be examined.			
14	Customer Relationship Project- Student Presentation	Group work preparations			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
1.	Lecture notes1. G. Zaltman, Tüketici Nasıl Düşünür?, Mediacat, 2003.
2.	Y.Odabaş, Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi, Sistem, İstanbul, 2010.
3.	F. Akım, Halkla İlişkilerde Stratejik Karar, Derin, 2010.