

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

CUSTOMER RELATIONSHIP MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CUSTOMER RELATIONSHIP MANAGEMENT	PR2273470	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Şifa ELCİL				
Name of Lecturer(s)	Assist.Prof. Gabriela Oana OLARU				
Assistant(s)	Dr. Gabriela Oana Olaru				
Aim	To evaluate the dimensions of consumer relations management and to develop the activities of consumer relations management.Attendance to 70% of the course is compulsory.				
Course Content	This course contains; Introduction to the course and sharing of the course syllabus. ,Introduction to CRM.,Understanding Relationship.,Planning and Implementing CRM Projects.,Customer Portfolio Management.,Customer Relationship Management & Customer Experience., Creating Value for Customers.,Managing the Customer Lifecycle - Acquisition.,Managing Networks for CRM Performance.,Information Technology for CRM.,Marketing Automation.,CRM Cases Presentations.,CRM Cases Presentations.,CRM Cases Presentations..				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
At the end of this course, the students;			16, 9	A, E	
1.Will be able to apply different methods of consumer relation activities.			13, 16, 9	A, E	
3.Apply the activities of ensuring consumer loyalty.			13, 16, 9	A, E	
4.Exemplify the methods of ensuring consumer satisfaction.			13, 16, 9	A, E	
5.Will be able to evaluate the activities of attracting and retaining the consumer.			13, 16, 9	A, E	
2. Explain the concept and characteristics of consumer relations.			13, 16, 9	A, E	
Teaching Methods	13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to the course and sharing of the course syllabus.	Lecture notes			
2	Introduction to CRM.	Lecture notes			
3	Understanding Relationship.	Lecture notes			
4	Planning and Implementing CRM Projects.	Lecture notes			
5	Customer Portfolio Management.	Lecture notes			
6	Customer Relationship Management & Customer Experience.	Lecture notes			
7	Creating Value for Customers.	Lecture notes			
8	Managing the Customer Lifecycle - Acquisition.	Lecture notes			
9	Managing Networks for CRM Performance.	Lecture notes, homework			
10	Information Technology for CRM.	Lecture notes, homework			
11	Marketing Automation.	Lecture notes, homework			
12	CRM Cases Presentations.	Lecture notes, homework			
13	CRM Cases Presentations.	Lecture notes, homework			
14	CRM Cases Presentations.	Research			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture notesCustomer Relationship Management Concepts and Technologies (Second Edition), Francis BUTTLE, 2009, Elsevier.