

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

SOCIAL CRM

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SOCIAL CRM	YMİ4110589	Fall Semester	2+1	2,5	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. Zehra ÇANKAYA BAYRAKLI				
Assistant(s)					
Aim					
Course Content	This course contains; New Customer definition,How did Customer Relationship Management emerge? Definition, scopes,Customer brief in Social Media, how to get a brief, strategic planning, creative brief,Developing communication with customers,Customer acquisition and retention, measurement,Customer satisfaction and loyalty in Social CRM,General course repetition,New Consumer's changing purchasing behavior: FMOT- ZMOT,Data Management,Current Customer and Potential Customer Programs,Lifelong Data Management in Social CRM,E.WOMM, Word of mouth marketing areas,Sample studies from around the world and Turkey. Case studies,Sample studies from around the world and Turkey. Case studies.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
			10, 13, 18, 6, 9	A, E, F	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 18: Micro Teaching Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	New Customer definition	Course concepts should be examined.			
2	How did Customer Relationship Management emerge? Definition, scopes	The presentation in the Mebis course file can be examined.			
3	Customer brief in Social Media, how to get a brief, strategic planning, creative brief	Sample pages should be examined.			
4	Developing communication with customers	The book 'Strategic Communication Management in New Media' should be read, 74-151			
5	Customer acquisition and retention, measurement	The book 'Strategic Communication Management in New Media' should be read, 85-151.			
6	Customer satisfaction and loyalty in Social CRM	The book 'Strategic Communication Management in New Media' should be read, 85-151.			
7	General course repetition	Course concepts should be examined.			
8	New Consumer's changing purchasing behavior: FMOT- ZMOT	The book 'Strategic Communication Management in New Media' should be read, 85-151.			
9	Data Management	The book 'Strategic Communication Management in New Media' should be read, 85-151.			
10	Current Customer and Potential Customer Programs	Examination of old research papers in Mebis course files			
11	Lifelong Data Management in Social CRM	Examination of old research papers in Mebis course files			
12	E.WOMM, Word of mouth marketing areas	Sample pages should be examined.			
12	Sample studies from around the world and Turkey. Case studies	Sample pages should be examined.			
14	Sample studies from around the world and Turkey. Case studies	Sample pages should be examined.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					