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| ***ÇAĞ UNIVERSITY***  ***SOCIAL SCIENCE INSTITUTE*** | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | | **Credit** | | | | **ECTS** | | |
| **MAN 580** | | | | Customer Relationship Management | | | | | | | | | | | | 3 (3-0-3) | | | | 8 | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | Turkish | | | | | **Mode of Delivery** | | | | Face to Face | | | | | |
| **Type and Level of Course** | | | | | | | | Elective | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | | **Lecture Hours** | | | | **Office Hours** | | | | **Contacts** | | |
| **Course Coordinator** | | | | | Asst. Prof. Dr. Emre K. ÖZEKENCİ | | | | | | | - | | | | Friday 13:00-16:00 | | | | [ekadirozekenci@cag.edu.tr](mailto:ekadirozekenci@cag.edu.tr) | | |
| **Course Objective** | | | | | Addressing the strategic, organizational, commercial, and technology aspects of CRM, brings a psychology perspective, blending theory and practice to aid a full understanding of the subject. | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** | |  | Students who have completed the course successfully should be able to | | | | | | | | | | | | | | | | **Relationship** | | | |
| Prog. Output | | | **Net Effect** |
| 1 | define CRM and its functions | | | | | | | | | | | | | | | | 5 | | | 4 |
| 2 | Understand the importance of data management to know the customer | | | | | | | | | | | | | | | | 5 | | | 4 |
| 3 | understand the technological terms related to CRM | | | | | | | | | | | | | | | | 2 | | | 4 |
| 4 | Managing the exchanges in the relationship (Marketing) | | | | | | | | | | | | | | | | 4 | | | 5 |
| 5 | Understand CRM channels and online environment | | | | | | | | | | | | | | | | 5 | | | 4 |
| 6 | CRM systems and their implementations | | | | | | | | | | | | | | | | 5 | | | 3 |
| **Course Description:** To establish real relationship with your customers, you need to know whom they are. Relationships, between customers, and suppliers, and the people and organizations around them are important. Most businesses know that the company’s customers are vital to the success of the company. So, after one semester study, students will be able to understand the importance level of CRM in today’s marketplace. | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:( Weekly Lecture Plan )** | | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | **Topics** | | | | | | | | | | **Preparation** | | | | | | | **Teaching Methods** | | | | |
| **1** | First Meeting & Course Description | | | | | | | | | |  | | | | | | | Lectures & Discussion | | | | |
| **2** | Today’s strategic CRM | | | | | | | | | | Textbook and other materials | | | | | | | Lectures & Discussion | | | | |
| **3** | Concepts of customer value | | | | | | | | | | Textbook and other materials | | | | | | | Lectures & Discussion | | | | |
| **4** | Case discussion | | | | | | | | | | Other materials | | | | | | | Lectures & Discussion | | | | |
| **5** | CRM implementation | | | | | | | | | | Textbook and other materials | | | | | | | Lectures & Discussion | | | | |
| **6** | Strategic CRM /Seminer | | | | | | | | | | Textbook and other materials | | | | | | | Lectures & Discussion | | | | |
| **7** | CRM analytics & Data mining | | | | | | | | | | Textbook and other materials | | | | | | | Lectures & Discussion | | | | |
| **8** | Customer loyalty | | | | | | | | | | Textbook and other materials | | | | | | | Lectures & Discussion | | | | |
| **9** | Customer journey | | | | | | | | | | Textbook and other materials | | | | | | | Lectures & Discussion | | | | |
| **10** | Customer centricity | | | | | | | | | | Textbook and other materials | | | | | | | Lectures & Discussion | | | | |
| **11** | CRM issues in B2B | | | | | | | | | | Textbook and other materials on Moodle | | | | | | | Lectures & Discussion | | | | |
| **12** | Project presentation | | | | | | | | | | Face to face | | | | | | | Discussion | | | | |
| **13** | Project presentation | | | | | | | | | | Face to face | | | | | | | Discussion | | | | |
| **14** | General overview | | | | | | | | | | Face to face | | | | | | | **-** | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | Customer Relationship Management Concept, Strategy, and Tools Third Edition, V Kumar & W, Reinartz,2018 Springer, Extras online | | | | | | | | | | | | | | | | |
| **Related links** | | | | | | TEDX TALKS, | | | | | | | | | | | | | | | | |
| **Course Notes** | | | | | | Will be distributed as case studies or instructions for assignments. | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | | | Assignments | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | Case Studies, presentations | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | | **Case will be given by the lecturers** | | | | | | | | |
| Midterm Exam | | | | | | | **1** | | | **40%** | | | | **Notes** | | | | | | | | |
| ***Final Exam***  Case Discussion (Project Assignment) | | | | | | | **1** | | | **60%** | | | |  | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | **Number** | | | | | | **Hours** | | | | | | **Total** | |
| **Hours in Classroom** | | | | | | | | | **14** | | | | | | **3** | | | | | | **42** | |
| **Hours out Classroom** | | | | | | | | | **14** | | | | | | **8** | | | | | | **112** | |
| **Assignments/case** | | | | | | | | | **1** | | | | | | **40** | | | | | | **40** | |
| **Final Exam** | | | | | | | | | **1** | | | | | | **40** | | | | | | **40** | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | **234** | |
| **=234/30=7.8** | |
| **8** | |
| **RECENT PERFORMANCE** | | | | | | | | | | | | | | | | | | | | | | |
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