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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | | **Credit** | | | | **ECTS** | | |
| **MAN 329** | | | | Customer Relationship Management | | | | | | | | | | | | 3 (3-0-3) | | | | 6 | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | English | | | | | **Mode of Delivery** | | | | Face to Face | | | | | |
| **Type and Level of Course** | | | | | | | | Compulsive /3.Year/Fall Semester | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | | **Lecture Hours** | | | | **Office Hours** | | | | **Contacts** | | |
| **Course Coordinator** | | | | | Asst. Prof.Dr. Saadet Sağtaş | | | | | | | Tuesday (ITL-MAN )  13.25-15.45 | | | | Friday 13:00-16:00 | | | | [**saadetsagtas@cag.edu.tr**](mailto:saadetsagtas@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 | | | | | | | Lectures & Discussion | | | | |
| **13** | Project presentation | | | | | | | | | | Face to face | | | | | | |  | | | | |
| **14** | Project presentation | | | | | | | | | | 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** | | | | | | **4** | | | | | | **56** | |
| **Assignments/case** | | | | | | | | | **1** | | | | | | **40** | | | | | | **40** | |
| **Final Exam** | | | | | | | | | **1** | | | | | | **40** | | | | | | **40** | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | **178** | |
| **=178/30=5,9** | |
| **6** | |
| **RECENT PERFORMANCE** | | | | | | | | | | | | | | | | | | | | | | |
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|  | Evaluation Rubric | | |  |
| Student Name: |  | | |  |
| Student ID: |  | | |  |
| Criterias | **Performance Evaluation** | | |  |
| **Insufficient** | **Sufficient** | **Successful** | **Total:** |
|  |  |  |  |
| 1. Purpose | **1-7** | **8-13** | **14-20** | **Score** |
| Does not clearly state the central purpose, arguments, or goals of the project; displays lack of focus or detail | Clearly identifies the central purpose, arguments, or goals of the Project, but soetimes may digress | Effectively describes and explains the central purpose, arguments, or goals of the project; explanation is focused, detailed, and compelling. |  |
| 2. Content | **1-4** | **5-7** | **8-10** |  |
| Content is unclear, inaccurate, and/or incomplete; support for the central purpose, arguments, or goals of the project is weak or poorly discussed | Presents clear and appropriate information that adequately supports the central purpose, arguments, or goals of the project | Presents balanced, significant, and valid information that clearly and convincingly supports the central purpose, arguments, or goals of the project |  |
| 4. Use of references | **1-4** | **5-7** | **8-10** |  |
| Most of the references are from sources that are not peer- reviewed or professional, and have uncertain reliability | Professionally legitimate references are generally used; clear and fair citations are presented in most cases; most of the information/content/ evidence comes from sources that are reliable | Presents compelling evidence from professionally legitimate sources; attribution is clear and accurate; references are primarily peer- reviewed professional journals |  |
| 5. Formatting | **1-4** | **5-7** | **8-10** |  |
| Research project exhibits frequent and significant errors in APA formatting | APA formatting is employed appropriately in the research project with a few minor errors | APA format is used accurately and consistently throughout the research project |  |
| 6. Written Communication Skills | **1-7** | **8-13** | **14-20** |  |
| The written project exhibits multiple errors in grammar, sentence structureand/or spelling; inadequate writing skills | Written research project displays good word choice, language conventions, and mechanics with a few minor errors in spelling, grammar, sentence structure | Readability of the project is enhanced by facility in language use/word choice, excellent mechanics, and syntactic variety; uses language conventions effectively |  |
|  | **1-7** | **8-13** | **14-20** |  |
| 7. Presentation (Oral Communication Skills) | Oral presentations cannot be understood because there is no logical sequencing of research information; presenter uses superfluous graphics or no graphics do not support or relate to the information presented; presenter reads most or all of the project notes with little or no eye contact, presenter is unprofessional, lacks confidence, is uncomfortable, and cannot answer basic questions | Research information is presented in a sequence that the audience can follow ; graphics support and are related to the content of the project;presenter maintains eye contact with the audience with a few minor exceptions;presenter reads from notes on a few occasions; presenter is comfortable for the most part and adequately answers questions | Research information is presented in a logical, interesting, and effective sequence, which the audience can easily follow; oral presentation uses effective graphics to explain and reinforce the information presented ; presenter maintains eye contact with audience, seldom returning to notes; presenter is professional, confident, comfortable, and answers questions effectively |  |