

COURSE SYLLABUS

Vocational School

Course Code		Course Name			Credit			CTS Value	
MİY 202		Customer Relationship Management			2 (1-1-2)			5	
Prere Cours	quisite ses:	None					I		
Language of Instruction:		Turkish	Course Delive Method:	ery	Onlin	e			
Cours and L	se Type evel:	Elective/Spring Term					ı		
Cou	rse Instruct	or's Title, First Name, and Last Name	e Course Time				Contact		
Dr. Suzan Oğuz			-	Wedn	Wednesday 14:00- 15:00			suzanoguz@cag.edu.tr	
Cours Coord	se linator:	Dr. Suzan Oğuz							
		Co	ourse Objective						
			ndent will be able to:			Relationships			
Course Learning Outcomes	Upon succ	essful completion of this course, the stud				Programme Outcomes		Net Contribution	
	1	Defines the basic concepts and terms related to customer relationship 1,2 management,						4	
ırning	2	Explains the contribution that creating customer satisfaction and loyalty provides to businesses, 5						5	
se Lea	3	Explains the role of customer data and digital technologies in customer 4 4 management,						4	
Cour	4	Explains the role of customer data and digital technologies in customer management,					7	4	
	5	Analyses, discusses and conducts group presentations on case studies 3,4 4 related to customer relations.							
Cours Conte		management and to help them unde business world. It also aims to en	of this course is to teach students the basic concepts and terms related to customer relationship nent and to help them understand how customer relationships are managed in the digitalising world. It also aims to enable students to analyse customer management processes, digital ication tools, and ways of creating customer satisfaction and loyalty.						
			ent: (Weekly Lesso		id 10 ya	ity.			
Weel	k	Торіс	Preparati	on	Te	Teaching Methods and Techniques			
1	Course	Introduction and Expectations	General information the course	on about	I a	otura Die	conceion		
2	Course Introduction and Expectations Introduction to Customer Relationship Management					Lecture, Discussion Presentation, Discussion			
		storical Development and Importance			Pre	Presentation, Case Study			
4	Custon	ner Behaviour and Expectations				Group Work, Discussion			
		ner Data Management	Simple customer data set review		Pre	Presentation, Case Study			
6	6 CRM Processes (Acquisition, Retention, Loyalty)					Presentation, Small Group Work			
7 Digital CRM and Communic		CRM and Communication Tools	Example social media campaign		Dis	Discussion, Case Study			
8	Midter	m Exam Week							
9	Midter	m Exam Week	_	_					
10	Custon	Customer Satisfaction Survey Survey sample review Case Analysis, Discussion			ıssion				



11	Customer Loyalty and Engage Programmes	Loyalty	Loyalty card examples		Explanation, Case Study			
12	E-CRM and Mobile Application	ons	Applica	Application example review		Discussion, Peer Learning		
13			Simple	CRM software				
14 CRM Software and Technological Solution			Persona	Personal data protection		Presentation, Case Study		
Ethics and Privacy in CRM				examples		Case Study, Discussion		
Final Project Presentations I				Individual preparation		Presentation, Feedback		
	Final Project Presentations II			Individual preparation		Presentation, Feedback		
Final Exam Week			_	_		_		
18	Final Exam Week							
			Course Re					
Textbool			` `		Management	. Aura Publishing House		
Recomm	ended Resources:			s and industry reports.				
		Cours		and Evaluation				
	Activities	Number	Contribut ion	Notes				
Midterm	Project	1	35	 Brand introduction Customer communication methods Strengths/weaknesses Student commentary. Submission Rules and Format: Students will complete the assignment individually. The assignment must be prepared in Word format and submitted via email. Page limit: 3 - 5 pages Font style: Times New Roman, 12 point, Line spacing 1, Turkish. 				
Final Exam Project			55	Students will analyse the customer loyalty and satisfact practices of a business they have selected. The report at presentation should include the following sections: • Business introduction • CRM tools used • Satisfaction and loyalty practices • Student evaluation. Submission Format and Rules: > Students will prepare the project individually. > The project must be prepared in Word format and PowerPoint presentation must be created for the presentation. > Report page limit: 4 - 6 pages. > Presentation duration: 5 - 7 minutes. > Font style: Times New Roman, 12 point, Line spacing 1, Turkish.				
	Score (Assignments and Class	_			tendance, participation in discussions, and			
Participat	tion)	1	10 ECTS 7		ments will be	taken into consideration.		
Content Number Hours						Total		
Course duration			14	2		28		



Out-of-Class Work	14	2	28
Homework	1	10	10
Midterm Exam (Midterm Exam Project Preparation)	1	35	35
Final Exam (Final Project Preparation)	1	55	55
	156		
	156/30 = 5.2		
	5		