

COURSE SYLLABUS
Vocational School

Course Code	Course Name		Credit	ECTS Value	
MİY 202	Customer Relationship Management		2 (2-1-1)	5	
Prerequisite Courses:	None				
Language of Instruction:	Turkish	Course Delivery Method:	Online		
Course Type and Level:	Elective/Spring Term				
Course Instructor's Title, First Name, and Last Name		Course Time	Office Hours		Contact
Dr. Suzan Oğuz		-	Wednesday 14:00-15:00		suzanoguz@cag.edu.tr
Course Coordinator:	Dr. Suzan Oğuz				
Course Objective					
Course Learning Outcomes	Upon successful completion of this course, the student will be able to:			Relationships	
				Programme Outcomes	Net Contribution
	1	Defines the basic concepts and terms related to customer relationship management,	1,2	4	
	2	Explains the contribution that creating customer satisfaction and loyalty provides to businesses,	3	5	
	3	Explains the role of customer data and digital technologies in customer management,	4	4	
	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 related to customer relations.	3,4	4	
Course Content:	The aim of this course is to teach students the basic concepts and terms related to customer relationship management and to help them understand how customer relationships are managed in the digitalising business world. It also aims to enable students to analyse customer management processes, digital communication tools, and ways of creating customer satisfaction and loyalty.				
Course Content: (Weekly Lesson Plan)					
Week	Topic		Preparation		Teaching Methods and Techniques
1	Course Introduction and Expectations		General information about the course		Lecture, Discussion
2	Introduction to Customer Relationship Management		Reading: CRM concepts		Presentation, Discussion
3	The Historical Development and Importance of CRM		Short text analysis		Presentation, Case Study
4	Customer Behaviour and Expectations		Sample customer profile analysis		Group Work, Discussion
5	Customer Data Management		Simple customer data set review		Presentation, Case Study
6	CRM Processes (Acquisition, Retention, Loyalty)		Case: customer complaint process		Presentation, Small Group Work
7	Digital CRM and Communication Tools		Example social media campaign		Discussion, Case Study
8	Midterm Exam Week		—		—
9	Midterm Exam Week		—		—
10	Customer Satisfaction Survey		Survey sample review		Case Analysis, Discussion

11	Customer Loyalty and Engagement Programmes	Loyalty card examples	Explanation, Case Study
12	E-CRM and Mobile Applications	Application example review	Discussion, Peer Learning
13	CRM Software and Technological Solutions	Simple CRM software screen review	Presentation, Case Study
14	Ethics and Privacy in CRM	Personal data protection examples	Case Study, Discussion
15	Final Project Presentations I	Individual preparation	Presentation, Feedback
16	Final Project Presentations II	Individual preparation	Presentation, Feedback
17	Final Exam Week	–	–
18	Final Exam Week	–	–

Course Resources

Textbook:	Odabaşı, Yavuz (2019). Customer Relationship Management. Aura Publishing House
Recommended Resources:	Current academic articles and industry reports.

Course Assessment and Evaluation

Activities	Number	Contribution	Notes
Midterm Project	1	35	<p>Students will examine the customer relations strategy of a brand of their choice. The report should include the following sections:</p> <ul style="list-style-type: none"> • Brand introduction • Customer communication methods • Strengths/weaknesses • Student commentary. <p>Submission Rules and Format:</p> <ul style="list-style-type: none"> ➤ 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	1	55	<p>Students will analyse the customer loyalty and satisfaction practices of a business they have selected. The report and presentation should include the following sections:</p> <ul style="list-style-type: none"> • Business introduction • CRM tools used • Satisfaction and loyalty practices • Student evaluation. <p>Submission Format and Rules:</p> <ul style="list-style-type: none"> ➤ Students will prepare the project individually. ➤ The project must be prepared in Word format and a 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.
Process Score (Assignments and Class Participation)	1	10	Students' regular attendance, participation in discussions, and short reflective assignments will be taken into consideration.

ECTS Table

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
Total:			156
Total / 30:			156/30 = 5.2
ECTS Credit:			5