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| ***ÇAĞ UNIVERSITY***  ***VOCATIONAL SCHOOL*** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Name** | | | | | | | | | | | | **Credit** | | | | | | | **ECTS** | |
| MIY 202 | | | | Customer Relationship Management | | | | | | | | | | | | 2 (2-1-1) | | | | | | | 5 | |
| **Prerequisite Courses** | | | | | | | **No** | | | | | | | | | | | | | | | | | |
| **Course Language** | | | | | | | Turkish | | | | **Teaching Style** | | | | | | | | Online | | | | | |
| **Course Type / Level** | | | | | | | Elective / 2nd Year / Spring Semester | | | | | | | | | | | | | | | | | |
| **Faculty Members** | | | | | **Title & Name- Surname** | | | | | | | **Lesson Hours** | | | | | **Interview Hours** | | | | | | **Contact** | |
| **Course Coordinator** | | | | | Assist. Prof. Dr. Suzan Oğuz | | | | | | | - | | | | | Tuesday  13.00-15.00 | | | | | | [suzanoguz@cag.edu.tr](mailto:suzanoguz@cag.edu.tr) | |
| **Course Objectives** | | | | | The aim of this course is to teach students the basic concepts and terms related to customer relationship management; to comprehend how customer relations are carried out in the digitalized business world. In addition, students are expected to analyze customer management processes, digital communication tools, ways to create customer satisfaction and loyalty. | | | | | | | | | | | | | | | | | | | |
| **Course Learning Outcomes** |  | | A student who successfully completes the course: | | | | | | | | | | | | | | | | | | **Relationships** | | | |
| **Prog. Outputs** | | | **Net Contribution** |
| **1** | | Defines the basic concepts and terms related to customer relationship management, | | | | | | | | | | | | | | | | | | 1,2 | | | **4** |
| **2** | | Explains the contribution of creating customer satisfaction and loyalty to businesses, | | | | | | | | | | | | | | | | | | 3 | | | **5** |
| **3** | | Explain the role of customer data and digital technologies in customer management, | | | | | | | | | | | | | | | | | | 4 | | | **4** |
| **4** | | Explain the role of customer data and digital technologies in customer management, | | | | | | | | | | | | | | | | | | 7 | | | **4** |
| **5** | | Evaluates the impact of social media and digital platforms on customer communication, | | | | | | | | | | | | | | | | | | 3,4 | | | **4** |
| **6** | | Analyze and discuss case studies related to customer relations and make group presentations, | | | | | | | | | | | | | | | | | | 5,6 | | | **4** |
| **Course Content:** This course will cover the basic components of customer relationship management (CRM), the importance of a customer-oriented approach in business and the role of technology in this process. In addition, topics such as customer data management, the use of digital communication tools, ways to ensure customer satisfaction, loyalty programs, complaint management, interaction with social media and CRM software will be covered. | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents (Weekly Lesson Plan)** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Week** | | **Subject** | | | | | | | | | | | | **Preparation** | | | | | | **Teaching Methods** | | | | |
| **1** | | Introduction to Customer, Service and Relationship Concepts | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **2** | | What is Customer Relationship Management (CRM)? Basic Principles and Historical Development | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **3** | | Project and Presentation Briefing + Key elements for effective CRM | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **4** | | Customer Data, Privacy and Digital Security Concepts | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **5** | | Customer Satisfaction, Complaint Management and Loyalty Programs | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **6** | | CRM Strategies Integrated with Digital Marketing | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **7** | | Seminar, Guest Speaker | | | | | | | | | | | | Seminar Presentation | | | | | | | | Discussion | | |
| **8** | | Success Stories Focused on Entrepreneurship and Customer Experience | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **9-10** | | Midterm Exam Week | | | | | | | | | | | | - | | | | | | | | **-** | | |
| **11** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **12** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **13** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **14** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **15** | | Final Project Presentations and Evaluation | | | | | | | | | | | | Project Presentation | | | | | | | | Lecture & Discussion | | |
| **16** | | General Review & Evaluation | | | | | | | | | | | | Lecture Notes | | | | | | | | Lecture & Discussion | | |
| **17-18** | | Final Exam Week | | | | | | | | | | | | - | | | | | | **-** | | | | |
| **SOURCES** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Resources** | | | | | | Lecture notes Power Point presentations prepared by the lecturer | | | | | | | | | | | | | | | | | | |
| **Lecture Notes** | | | | | | Additional information about case studies and assignments during the semester will be made on Zoom. | | | | | | | | | | | | | | | | | | |
| **ASSESSMENT and EVALUATION** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Events** | | | | | | | | **Number** | | **Contribution** | | | **Notes** | | | | | | | | | | | |
| **Midterm Project** | | | | | | | | 1 | | **35%** | | | Within the scope of this project, students will analyze comparatively a business that has been successful in terms of customer relations and another business that has been inadequate or unsuccessful in this field.  The aim of the project is to examine the customer relationship management approaches of both businesses in terms of the communication channels they use, customer satisfaction strategies, complaint management methods, loyalty programs and the use of digital tools. In addition, the impact of the businesses' relationship with the customer on business performance will be evaluated.  **Submission Rules and Format:**   * Students will do the midterm homework individually. * The assignment should be prepared in Word format and submitted via e-mail. * Page limit: 3 - 5 pages * Font style: Times New Roman, 12 pt, Line spacing1, Turkish. | | | | | | | | | | | |
| **Participation in Seminars and Lectures** | | | | | | | | 1 | | **5%** | | | As the course is online, students are encouraged to actively participate in an interactive learning environment. This assessment will measure student participation in class discussions, case studies and seminars**.** | | | | | | | | | | | |
| **Final Project** | | | | | | | | 1 | | **60%** | | | Within the scope of this project, students will develop an innovative and viable entrepreneurial idea that focuses on customer needs and create a business model based on customer relationship management around this idea.  In the project, critical components such as customer-oriented market analysis, defining the target customer base, customer relationship strategies, use of digital tools, communication plan and methods to ensure customer loyalty will be discussed in detail.  **Submission Format and Rules:**   * Students will prepare the project individually. * The project should be prepared in Word format and PowerPoint should be created for the presentation. * Report page limit: 4 - 6 pages * Presentation duration: 5 - 7 minutes. * Font style: Times New Roman, 12 pt, Line spacing1, Turkish. | | | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | | |  | **50%** |
| **Content** | | | | | | | | | **Number** | | | | | | **Clock** | | | **Total** | | | | | | |
| Course Duration | | | | | | | | | 14 | | | | | | 3 | | | 42 | | | | | | |
| Studying Outside the Classroom | | | | | | | | | 14 | | | | | | 3 | | | 42 | | | | | | |
| Midterm Project (Case Study, Homework) | | | | | | | | | 1 | | | | | | 20 | | | 20 | | | | | | |
| Participation in Seminars and Lectures | | | | | | | | | 1 | | | | | | 6 | | | 6 | | | | | | |
| Final Project (Report & Presentation) | | | | | | | | | 1 | | | | | | 35 | | | 35 | | | | | | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | |  | | | | | | |
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| **PAST ACHIEVEMENTS** | | | | | | | | | | | | | | | | | | | | | | | | |
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