

CUSTOMER RELATIONSHIP MANAGEMENT

1	Course Title:	CUSTOMER RELATIONSHIP MANAGEMENT	
2	Course Code:	IIS3207	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	3	
6	Semester:	5	
7	ECTS Credits Allocated:	4.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	No	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Dr. Öğr. Üyesi FİLİZ EREN BÖLÜKTEPE	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Yrd. Doç. Dr. F.Eren BÖLÜKTEPE İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 eboluktepe@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	The objective of this course is to provide students with an understanding of basic concepts and techniques of customer relationship management (CRM) in a customer oriented perspective.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	By the end of the course, students will be able to: Explain the basic concepts related to CRM
		2	Explain the relationships between relationship marketing and CRM
		3	Articulate the importance of 'CRM' in local and global marketing
		4	Explain the relationships between CRM and customer loyalty
		5	Interpret the principle stages of CRM
		6	have knowledge and skills about design of CRM measurement systems
		7	have knowledge and skills about design of CRM measurement systems
		8	Explain the relationships between organisation culture and customer satisfaction
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	

1	Basic concepts of CRM: Customer satisfaction, customer loyalty, customer value	
2	Relationship marketing approach and CRM	
3	Global and local dimensions of CRM	
4	A CRM process framework: Customer choice, segmentatin and positioning	
5	Customer acquisition and retention: Communication with customers, technology and organizational implementations	
6	Building blocks of CRM databases: Data datamining, models and softwares	
7	Building blocks of CRM databases:	
8	The importance and use of CRM database technology	
9	Building blocks of CRM databases: Statistical techniques	
10	Deepening customers relations: Customer needs analysis, cross-selling techniques	
11	Measurement of CRM process: Developing the measurement tools for CRM processes	
12	Measurement of CRM process: Focus group interview, advisory panel, customers relations survey, benchmarking	
13	Organisation culture and change: Creating a customer oriented culture	

Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical Materials:		14	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preparation		14	2.00	28.00
Homeworks		0	0.00	0.00
Projects		0	0.00	0.00
Quiz		0	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		1	20.00	20.00
Final Exam		1	60.00	60.00
Others		0	0.00	0.00
Final Exams		1	30.00	30.00
Contribution of Term (Year) Learning Activities to		40.00		
Total Work Load				120.00
Total work load of Final Exam to Success Grade		60.00		4.00
ECTS Credit of the Course				4.00

Measurement and Evaluation Techniques Used in the Course		
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24	ECTS / WORK LOAD TABLE
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25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	4	4	1	1	1	2	2	1	1	1	4	0	0	0	0
ÖK2	4	4	1	1	2	1	1	1	1	1	1	4	0	0	0	0
ÖK3	4	4	1	2	5	1	1	5	1	1	4	4	0	0	0	0

ÖK4	4	4	1	2	1	1	1	1	1	1	4	4	0	0	0	0
ÖK5	4	4	1	1	1	1	1	1	4	1	1	4	0	0	0	0
ÖK6	5	5	1	1	1	4	1	1	1	1	1	4	0	0	0	0
ÖK7	4	5	4	1	1	1	1	1	1	1	1	4	0	0	0	0
ÖK8	4	4	1	1	1	4	4	5	1	4	4	5	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			