

TOROS ÜNİVERSİTESİ

Vocational School
Optician School

Course Information

| CUSTOMER RELATIONS MANAGEMENT | | | | | |
|-------------------------------|----------|-------------|----------|-----------------|-------------|
| Code | Semester | Theoretical | Practice | National Credit | ECTS Credit |
| | | Hour / Week | | | |
| OPS219 | Fall | 2 | 0 | 2 | 3 |

| | |
|---|---|
| Prerequisites and co-requisites | |
| Language of instruction | Turkish |
| Type | Elective |
| Level of Course | Associate |
| Lecturer | |
| Mode of Delivery | Face to Face |
| Suggested Subject | |
| Professional practise (internship) | None |
| Objectives of the Course | Understanding brand strategies in practice, learning branding rules, brand image, learning of positioning concepts and informing them about trademark registration and legal protection |
| Contents of the Course | Information, examples and applications about brand and brand building, branding strategies, brand image and positioning, branding rules and law about branding |

Learning Outcomes of Course

| # | Learning Outcomes |
|---|--|
| 1 | Understanding the brand concept, historical phases of branding and the importance of branding |
| 2 | Understanding today's branding strategies and rules |
| 3 | Understanding the brand name selection, building brand awareness and brand loyalty constitution |
| 4 | Understanding building brand image, the role of brand positioning and integrated marketing mix in brand building |
| 5 | Getting information about brand registration and law protection 6) Through homework and practices, effectively learning defining, collecting and using data and information, and show that he can learn independently and practice what he/she learns. |

Course Syllabus

| # | Subjects | Teaching Methods and Technics |
|----|---|-------------------------------|
| 1 | Emergence of Customer Relationship Management and New Customer Profile in New Economy | Presentation, Case Study |
| 2 | Concept of CRM and its Features | Presentation, Case Study |
| 3 | New Dimensions in Customer Relations, and Data Mining in Customer Relationship Management | Presentation, Case Study |
| 4 | CRM in E-commerce | Presentation, Case Study |
| 5 | Creating Value for Customers, Innovations in Customer Relationship Management | Presentation, Case Study |
| 6 | Communication with customers: Reactive Approach - Proactive Approach | Presentation, Case Study |
| 7 | Customer Service: Customer Service Concept, Service Quality and Customer Service Systems | Presentation, Case Study |
| 8 | Midterm exam | Student Project presentation |
| 9 | Strategies on Customer Winning and Retention | Presentation, Case Study |
| 10 | 5 Regions of Customer Relationship Management | Presentation, Case Study |
| 11 | Cross Sales in CRM | Presentation, Case Study |

| | | |
|----|--|--------------------------|
| 12 | Identify Needs For Business Requirements in order to be successful In CRM Projects | Presentation, Case Study |
| 13 | Measuring the CRM, Technological Dimension of CRM | Presentation, Case Study |
| 14 | Why CRM doesn't work? | Presentation, Case Study |
| 15 | Why CRM doesn't work? | Presentation, Case Study |
| 16 | Final Exam | written |

Course Syllabus

| # | Material / Resources | Information About Resources | Reference / Recommended Resources |
|---|----------------------|-----------------------------|-----------------------------------|
|---|----------------------|-----------------------------|-----------------------------------|

Method of Assessment

| # | Weight | Work Type | Work Title |
|---|--------|---------------|---------------|
| 1 | 40% | Mid-Term Exam | Mid-Term Exam |
| 2 | 60% | Final Exam | Final Exam |

Relationship between Learning Outcomes of Course and Program Outcomes

| # | Learning Outcomes | Program Outcomes | Method of Assessment |
|---|--|------------------|----------------------|
| 1 | Understanding the brand concept, historical phases of branding and the importance of branding | 7,8 | 1 |
| 2 | Understanding today's branding strategies and rules | 7,8,10 | 1 |
| 3 | Understanding the brand name selection, building brand awareness and brand loyalty constitution | 7,8,10 | 1,2 |
| 4 | Understanding building brand image, the role of brand positioning and integrated marketing mix in brand building | 7,8,10 | 2 |
| 5 | Getting information about brand registration and law protection 6) Through homework and practices, effectively learning defining, collecting and using data and information, and show that he can learn independently and practice what he/she learns. | 7,8,10 | 2 |

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

| # | Type of Work | Quantity | Time (Hour) | Work Load |
|----|---|----------|-------------|-----------|
| 1 | Course Duration | 14 | 2 | 28 |
| 2 | Course Duration Except Class (Preliminary Study, Enhancement) | 14 | 2 | 28 |
| 3 | Presentation and Seminar Preparation | 0 | 0 | 0 |
| 4 | Web Research, Library and Archival Work | 0 | 0 | 0 |
| 5 | Document/Information Listing | 0 | 0 | 0 |
| 6 | Workshop | 0 | 0 | 0 |
| 7 | Preparation for Midterm Exam | 1 | 1 | 1 |
| 8 | Midterm Exam | 1 | 1 | 1 |
| 9 | Quiz | 0 | 0 | 0 |
| 10 | Homework | 0 | 0 | 0 |
| 11 | Midterm Project | 0 | 0 | 0 |
| 12 | Midterm Exercise | 0 | 0 | 0 |
| 13 | Final Project | 0 | 0 | 0 |
| 14 | Final Exercise | 0 | 0 | 0 |
| 15 | Preparation for Final Exam | 1 | 1 | 1 |

| | | | | |
|----|------------|---|---|-----------|
| 16 | Final Exam | 1 | 1 | 1 |
| | | | | 60 |