

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MARKETING DEPARTMENT
COURSE SYLLABUS
FORM**

MAR 204 Customer Relationship Management							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Customer Relationship Management	MAR 204	4	3	0	0	3	7,5

Language of Instruction	English
Course Status	Compulsory
Course Level	Undergraduate
Learning and Teaching Techniques of the Course	Lecture, Discussion, Presentations

Course Objective
<p>“CRM is the strategic process of selecting customers that a firm can most profitably serve and shaping interactions between a company and these customers. The ultimate goal is to optimize the current and future value of customers for the company.” Kumar V, Reinartz W, Customer Relationship Management.</p> <p>This course provides students with a working knowledge of the principles and best practices for managing customer relationships that result in unsolicited testimonials and relationship annuities. Students learn how to quantify customer orientation and how to develop relationship-driven customer management systems based on the judicious use of resources born from a decisive strategic plan. Advances in information and communication technology have always shaped the practice of marketing. CRM principles and technology enable today more than ever before the realization of the key principle of marketing: that the allocation of resources to business activities is best done by focusing on the individual customer as the central unit of analysis and action and not the company’s products. Customers generate revenues; products produce costs.</p>

Learning Outcomes

Upon successful completion of this course, the students will be able to:

1. Develop understanding about customer relationship management concepts and frameworks, and how these are applied to form relationships with customers and other internal and external stakeholders.
2. Develop skills to analyze and synthesize information and issues, related to customer relationship management, from several perspectives.
3. Enhance business communication skills required to work effectively within a marketing team.
4. Understand the relationship of customer satisfaction and loyalty with customer value;
5. Evaluate the allocation of resources to acquire, retain and develop customers; and the application of CRM tools and concepts to different business settings.

Weekly Topics and Related Preparation Studies	
<i>*The course schedule may be revised at any time during the semester. Be sure to check announcements and your e-mails on a regular basis.</i>	
Weeks	Topics
1	Introduction to CRM: What is CRM?
2	Understanding Customer Relationships
3	Managing the Customer Journey: Customer Acquisition
4	Customer Retention and Development
5	In-Class Discussion of Project 1
6	Customer Portfolio Development
7	MIDTERM EXAM (April 12)
8	Managing Customer Experience : The Experience Economy
9	Guest Lecturer / CRM Implementation
10	Marketing Automation
11	In-Class Discussion of Project 2
12	Sales Force Automation
13	Guest Lecturer / CRM Implementation
14	Service Automation
15	Service Automation

16	FINAL EXAM
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Textbook(s)/References/Materials:
<i>Customer Relationship Management: Concepts and Technologies.</i> Francis Buttle and Stan Maklan. Routledge, 4 th Edition 2019.

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Projects & Presentations	2	30
Report		
Seminar		
Attendance & Assignments		
Midterm Exams / Midterm Jury	1	25
General Exam / Final Jury	1	45
Total		100
Success Grade Contribution of Semester Studies		55
Success Grade Contribution of End of Term		45
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	6	96
Presentation / Seminar Preparation			
Projects			
Reports			
Homeworks			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	30	30
Preparation Period for the Final Exam / General Jury	1	40	40
Total Workload		(241/25 = 9,6)	214

Relationship Between Course Learning Outcomes and Program Competencies						
N u	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	Understand and explain the basic functions, roles, duties, and environments associated with being a marketer.					X
2	Understand and explain the basic principles and foundations of marketing research, strategic planning, marketing segmentation, and the development of the marketing strategies/marketing mix as they apply within a marketing plan.					X
3	Determine the viability of the success or failure of a marketing strategy through analysis, synthesis and evaluation of a marketing plan.					X
4	Discuss social responsibility and ethics as related to the marketing field.					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)							
		Learning Outcomes					
	Program Competencies	LO1	LO2	LO3	LO4	LO5	Total Effect (1-5)
1	Understanding the formal and informal processes associated with a business structure	X	X				2
2	Evaluate a business on the basis of all functional units	X	X				2
3	To use analytical thinking effectively in the decisions taken for the problem-solving process		X	X			2
4	Having a vision of self-improvement and learning	X	X	X	X		5
5	To carry out all activities within this framework, equipped with ethics	X	X	X	X		5
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.		X	X			2
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	X	X	X	X		5
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	X	X	X	X		5
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing	X	X	X	X		5
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.			X	X		2
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	X	X	X	X		5
12	To follow and correctly interpret the current trends developing within the framework of marketing	X	X	X	X		5
	Total Effect						45

Policies and Procedures

Exams: Within the scope of MAR 204 course, there will be two face-to-face exams, one midterm and one final exam.

Assignment: Personal Project # 1: “SCENT MARKETING & SENSORY ENVIRONMENT”

Due Date :(15 points)

Visit a retail/ grocery store and pick out five products. Identify how each product appeals to the five senses.

- To what extent do any of them appear to be strategically designed to appeal to the five senses?
- How did these senses play a role in your shopping experience?
- What physical obstacles to shopping did you observe?
- What was the impact on your store satisfaction?
- What recommendations would you make to the retail store /grocery store based on your experience? Why?

Find a research article on “**scent marketing**” from “**Journal of Consumer Research**”.

This article must be a research study discussing the effects of product size or color, music, noise level, taste, smell, or touch on consumer behavior.

Relate this article to your findings.

Write a 2-page summary of your findings.

Personal Project # 2: “SOCIAL MEDIA - Consumer Generated Content”

Due Date: (15 points)

Social media has a huge impact on consumer’s daily lives.

- Which sites do you use on a regular basis?
- How often do you use these social media sites?
- What are the main reasons you use the social media sites?

Write an essay about these following questions:

- **Explain how you think social media changes the way companies and consumers interact.**
- **How does social media sites connect consumers with brands?**
- **What is the role of online social networking on forming word-of-mouth communication among consumers?**
- **In what ways has the Internet enhanced a marketer’s ability to draw on social networks for marketing purposes?**

Topic to focus on:

- Impression Management
- Brand Community

- Evangelizing – sharing and inspiring others about the brand
- Fake Blogs- Flogs

Attendance and Regulations: Attendance is required in the MAR 206 course. Attendance at 70% of the course is mandatory. According to article 24-4/c of Ostim Technical University Associate Degree and Undergraduate Education and Examination Regulations; “The student who does not fulfill the attendance requirement will not be taken to the final exams. In this case, the exam of the student who takes the exams of the courses is deemed invalid.

Objections: Updates can be made to the programs and methods specified in this syllabus in line with the constraints or needs that may occur during the term.

