



ÇANKAYA UNIVERSITY

Çankaya Vocational Training School

Course Definition Form

Part I. Basic Course Information

Department Name <i>Use capital letters only</i>	BANKING AND INSURANCE	Dept. Numeric Code	4 5
Course Code	Dept. Code+Course No B A 1 2 1 2	Number of weekly lecture hours	3
		Number of weekly lab/tutorial hours	0
Course Web Site <i>Use capital letters only</i>		ECTS Credit	0 4

Course Name

This information will appear in the printed catalogs and on the web online catalog.

English Name *maximum 40 characters*

Customer Relationship Management

Abbreviated English Name *maximum 15 characters*

Cus.Rel.Man.

Turkish Name *maximum 40 characters*

Müşteri İlişkileri Yönetimi

Abbreviated Turkish Name *maximum 15 characters*

Müş.İliş.Yön.

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Consent of the Instructor <input type="checkbox"/> Give others, if any.			
	<input type="checkbox"/> Senior Standing			
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Course Type <i>Check all that are applicable</i>				
<input type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input checked="" type="checkbox"/> Elective course for Dept. <input type="checkbox"/> Elective course for other dept(s)				

Part II. Detailed Course Information**Justification for the proposal** *Maximum 80 words*

This course defines CRM as the core business strategy that integrates internal processes and functions and external networks to create and deliver value to targeted customers at a profit.

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

Customer Relationship Management (CRM) is a comprehensive set of processes and technologies for managing the relationships with potential and current customers and business partners across marketing, sales, and service areas regardless of the channel of distribution. This course focuses on the development and implementation of relationship marketing strategies via the use of CRM initiatives. Topics covered in the course include: relationship marketing; operational analytical, and collaborative CRM; reasons for CRM implementation failure; and the role of CRM in marketing management.

Course Objectives

Explain the aims of the course. Maximum 100 words.

- To understand your role in achieving good customer relationship management with a customer and/or stakeholders
- To understand the key skills needed to carry out successful customer relationship management, in order to build more productive & mutually rewarding relationships with customers and/or stakeholders
- To be able to identify and respond to customers & stakeholders needs, expectations & issues that both meet their needs and protects the interests of your organisation
- To understand the skills to communicate with and influence customers & stakeholders

Learning Outcomes

Explain the learning outcomes of the course. Maximum 10 items.

1. To create insight and new learning in the area of customer relationship management.
2. To equip students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers.
3. To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

Course Outline

List the topics covered within each week.

Week	Topic(s)
1	Introduction to CRM
2	The Value Pyramid
3	Customer Interaction Cycle
4	Customer Lifecycle Management (CLM) • Customer Lifetime Value (CLV)
5	Issue Management • Workflow Management • Sales Force Automation (SFA)
6	CRM Intelligence Management Cycle
7	Mid-term Exam
8	Classifications of CRM Tools
9	Defining the CRM Vision
10	Phases of CRM Implementation
11	CRM Case Studies
12	Customer Relationship Management (CRM) in Banking

13	CRM in Different Industries and Sectors
14	A Case Study of Emergent and Intentional Organizational Change

Textbook(s)

List the textbook(s), if any, and other related main course materials.

Author(s)	Title	Publisher	Publication Year	ISBN
Ronald S. Swift, Upper Saddle River	Accelerating Customer Relationships	Prentice Hall	2001	

Teaching Policy

Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)

Face to face learning and examination

Grading Policy

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Homework	2	%10						
Midterm	1	%35						
Final Exam	1	%45						

ECTS Workload

List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	14	3	42
Attending Labs/Recitations (<i>weekly basis</i>)	14	-	-
Preparation beforehand and finalizing of notes (<i>weekly basis</i>)	14	2	28
Collection and selection of relevant material (<i>once</i>)	1	2	2
Self study of relevant material (<i>weekly basis</i>)	14	2	28
Homework assignments	2	1	2
Preparation for Quizzes	-	-	-
Preparation for Midterm Exams (<i>including the duration of the exams</i>)	1	3	3
Preparation of Term Paper/Case Study Report (<i>including oral presentation</i>)	-	-	-
Preparation of Term Project/Field Study Report (<i>including oral presentation</i>)	-	-	-
Preparation for Final Exam (<i>including the duration of the exam</i>)	1	5	5
TOTAL WORKLOAD			110
TOTAL WORKLOAD / 25			25
ECTS Credit			4

Program Qualifications vs. Course's Learning Outcomes						
<i>Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..</i>						
No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
BAI-1	Be able to monitor and analyze the dynamics of banking and financial markets.			x		
BAI-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of Banking and Insurance in accordance with the requirements of the globalized business environment.			x		
BAI-3	Be able to identify and analyze the validity of theories related to the banking and insurance and their relationships with current conditions.		x			
BAI-4	Have a good knowledge of the regulations and legislation underpinning the financial markets and institutions.		x			
BAI-5	Be able to use quantitative techniques and methods that are predominantly used in banking and insurance.			x		
BAI-6	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.				x	
BAI-7	Be able to construct, analyze and interpret financial and economic models		x			
BAI-8	Be able to understand and evaluate the problems in baking and insurance and to discuss and express his/her opinions clearly.				x	
BAI-9	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.		x			
BAI-10	To maintain scientific, social, and ethical standards when collecting, interpreting, and disseminating financial information, and in application of financial ideas.				x	
BAI-11	Be able to know the mechanism how the banking sector works in the global economy.		x			
BAI-12	Be able to have the practical implications of the insurance policy in financial sector.		x			

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest