Course Syllabus

Code - Course Title	**İŞL328 - Customer Value and Theoretical Approaches**
Course Type	VI. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ HALDUN ÇOLAK

Mode of Delivery	Face to face
Prerequisites	This course does not require any prerequisites or co-requisites.
Courses Recomended	PZL312 Consumer Behavior (Tüketici Davranışları)PZL314 Services Marketing (Hizmet Pazarlaması) İŞL 329 Supply Chain Management (Tedarik Zinciri Yönetimi)
Recommended Resources	- Heinonen, K. (2023). Characterizing Ex situ Value: A Customer-Dominant Perspective on Value, Journal of Travel Research, 62(8), 1707-1721- Lipkin, M. & Heinonen, K. (2022). Customer ecosystems: Exploring how ecosystem actors shape customer experience, Journal of Services Marketing, 36 (9), 1-17. Received the 2023 Emerald Literati Award
Work Placement	There are none.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction (meeting and overview of the course).	
Week - 2		Who is the customer?	
Week - 3		Value and Customer Value Concepts	
Week - 4		The Transformation of Marketing Paradigm and Value	
Week - 5		Customer Dominant Logic and Co-creation of Value	
Week - 6		Customer-Centered Approach	
Week - 7		Presentations for Homework Assignments	
Week - 8		Midterm Exams	
Week - 9		The Concept of Customer Insight	
Week - 10		Presentations for Homework Assignments 2	
Week - 11		Is Value Created?	
Week - 12		Customer Dominant Logic and Experience Value	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Industrial (B2B) Customer Value	
Week - 14		Brainstorming on Future Research Topics	

Learning Outcomes

#	Learning Outcome
1	Being able to define the concepts of Customer Value and Industrial (B2B) Customer Value
2	Will be able to address different approaches to customer value within the framework of the changing marketing paradigm.
3	Explain the concept of customer ecosystem

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.