CUSTOMER RELATIONSHIP MANAGEMENT

1	Course Title:	CUSTOMER RELATIONSHIP MANAGEMENT
2	Course Code:	CRMZ022
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. İSMAİL ÇAKMAK
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr. Gör. İsmail ÇAKMAK B.U.Ü. Orhaneli Meslek Yüksekokulu 0 (224) 294 26 86 - 62424
17	Website:	
18	Objective of the Course:	Relating the usable information concerning customer relations under the intensive competitive requirements from the point of marketing and sales with application examples.
19	Contribution of the Course to Professional Development:	In this course, students will learn about how the relationships between business and customers should be regulated.
20	Learning Outcomes:	

	1	To be able to describe customer relations
	2	To be able to explain customer relations management
	3	To be able to establish empathy with the customers and build relations accordingly.
	4	To be able to design the activities for the acquisition and retention of customers
	5	To be able to form customer dependence and loyalty
	6	To be able to design customer relations management
	7	To be able to manage customer complaints
	8	To be able to asses and interpret the customer relations
	9	
	10	

21	Course Content:	

Course Content:	

Week	Theoretical	Practice
1	The Concept of Customer Relations and Its Importance	
2	Development of Customer Relations Management	
3	Components of Customer Relations	

4	Communication with Customers	
5	Customer Service and Service Quality	
6	Customer Satisfaction and Loyalty	
7	Acquisition and Retention of Customers	
8	Customer Relations Management Process	
9	Customer Relations Management Process	
10	Gathering and Analyzing Customer Data	
11	Developing Customer Relations Programs	
12	Customer Relations Practices	
13	Customer Complaint Management	
14	Assessment of Customer Relations	

22	Textbooks, References and/or Other Materials:	Satışta ve Pazarlamada Müşteri ilişkileri Yönetimi Prof. Dr Yavuz Odabaşı Sistem Yayınları Müşteri İlişkileri Eğitimi Doc. Dr Erdoğan Taşkın Papatya yayınları CRM - Müşteri İlişkileri Yönetimi ve Pazarlama İletişimi Fazlı Yıldırım , Uğur Cevdet Panayırcı Papatya Bilim Yayınevi

23	Assesment				

Activites		Number		Duration (hour)	Total Work Load (hour)
Theoretical Quiz	0	0.00 14		2.00	28.00
Practicals/Labs		0		0.00	0.00
Final Exam and preperation Self Study	1	60 14 0		2.00	28.00
Homeworks		0		0.00	0.00
Projects Contribution of Term (Year) Learning Activities to Success Grade	40 00			0.00	0.00
Field Studies		0		0.00	0.00
Contribution of Final Exam to Success Grade Midterm exams	60 1 00			14.00	14.00
Others		0		0.00	0.00
Final Exams Measurement and Evaluation Techniques Used in the	Measurement and evaluation is carried out according to		4	20.00	20.00
Total Work Load					90.00
Total work load/ 30 hr					3.00
ECTS Credit of the Course					3.00

24 ECTS / WORK LOAD TABLE

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	3	3	2	2	2	2	3	1	1	2	1	1	1	1	2	3
ÖK2	3	2	3	2	4	2	3	1	1	2	2	1	1	1	2	3
ÖK3	4	5	5	4	3	4	4	1	2	2	3	1	1	1	2	3
ÖK4	2	3	2	2	3	2	2	1	2	2	3	1	1	1	2	3

ÖK5	1	2	3	3	3	1	2	1	1	2	1	1	1	1	2	3
ÖK6	1	2	1	2	2	1	2	1	1	2	2	1	1	1	2	3
ÖK7	4	5	5	5	5	4	3	1	2	3	3	1	1	1	2	3
ÖK8	2	3	3	2	4	5	2	1	2	2	3	1	1	1	2	3

LO: Learning Objectives   PQ: Program Qualifications

Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High