Course Syllabus

Code - Course Title	**YBS401 - Customer Relationship Management**
Course Type	VII. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses
Mode of Delivery	Face to Face
Prerequisites	None

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Service Marketing and Marketing Mix	
Week - 2		Service Quality	
Week - 3		Customer and Consumer	
Week - 4		The Relationship Between Customer Satisfaction and Loyalty	
Week - 5		Inner Customer Satisfaction	
Week - 6		Customer Relationship Management	
Week - 7		Communication With Customer and Dimensions	
Week - 8		Customer Loyalty and Quality	
Week - 9		Customer Relationship Planning and Implementation Process	
Week - 10		CRM Practices	
Week - 11		Case Study 1: Private Sector	
Week - 12		Case Study 2: Public Sector	
Week - 13		Problems in CRM and Solutions	
Week - 14		Case Studies	

Learning Outcomes

#	Learning Outcome
1	Defines customer and consumer notions
2	Understands communication with customers

Learning Outcomes

#	Learning Outcome
3	Understands the concepts of customer relationship management

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.