Course Syllabus

Code - Course Title	**TRZ484 - Customer Relationship Management**
Course Type	VII. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DOÇ. DR. REMZİ REHA DURUCASU

Mode of Delivery	Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Work Placement	No work placement is required.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Customer Relationship Management: Definition, Scope, Importance	
Week - 2		Customer Relationship Management: Definition, Scope, Importance	
Week - 3		Communication with Customers and Its Dimensions	
Week - 4		Customer Loyalty and Quality in Services	
Week - 5		Customer Satisfaction and Customer Value	
Week - 6		Customer Loyalty and Quality in Services	
Week - 7		Strategic Approach in Customer Relations Planning and Implementation Process of Customer Relations	
Week - 8		Strategic Approach in Customer Relations Planning and Implementation Process of Customer Relations	
Week - 9		Organizational Culture and Customer Relations	
Week - 10		Organizational Culture and Customer Relations	
Week - 11		Customer Relationship Management Applications	
Week - 12		Customer Relationship Management Applications	
Week - 13		Problems Encountered in Customer Relations and Solutions .	
Week - 14		Techniques Used in Measuring Customer Relationships	

Learning Outcomes

#	Learning Outcome
1	Will be able to define the concept of customer relations, enumerate other concepts related to customer relations and explain the connection between them.
2	Will be able to explain the importance of communication with customers and enumerate its dimensions in order to comprehend the management dimension of customer relations.
3	Will be able to explain the place of customer loyalty and quality concepts in customer relations
4	Will be able to explain the mentality of businesses that want to approach customer relations strategically and list the concepts related to strategic thinking.
5	Explain the planning and implementation process of customer relations.
6	Will be able to express the importance of organizational culture, which has a great place in the implementation phase of customer relations.
7	Will be able to give application examples from customer relations
8	Have insight into what can be done to solve problems in troubled times when things don't always go as planned between customers and the business

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	50
Final Exam	1	50
	Sum (%)	**100**