Course Syllabus

Code - Course Title	**PZL221 - Customer Relationship Management**
Course Type	II. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required 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.
Courses Recomended	-
Recommended Resources	Odabaşı, Yavuz (2001), Müşteri İlişkileri Yönetimi, İstanbul, Sistem Yay.
Work Placement	Not Applicable

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The goal of customer relationship course and basic sources about the course.	
Week - 2		Development of customer relationship	
Week - 3		Customer relationship concept and features	
Week - 4		New dimensions in customer relationship	
Week - 5		Creating customer value	
Week - 6		Use of technology in customer relations	
Week - 7		Comminication with customers	
Week - 8		Customer Services	
Week - 9		Gaining Customer	
Week - 10		Keeping Customer	
Week - 11		Target groups in customer relations	
Week - 12		Quality of service	
Week - 13		Organization culture	
Week - 14		Barriers in cultural changes	

Learning Outcomes

#	Learning Outcome
1	Explains that 'Marketing is science'
2	explains communication with customer
3	Explains new dimensions of customer relationship
4	Explains the importance of managing the customer relationship

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.