Course Syllabus

Code - Course Title	**PZL522 - Customer Relationship Management**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. ENES EMRE BAŞAR

Mode of Delivery	ONLINE
Prerequisites	NONE
Courses Recomended	NONE
Work Placement	NONE

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1			
Week - 2			
Week - 3		Customer and Consumer	
Week - 4			
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			
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 Study 3: Cases from sikayetimvar.com	

Learning Outcomes

#	Learning Outcome
1	will able to define customer and consumer notions
2	will be understand communication with customers
3	will be understand 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.