Course Syllabus

Code - Course Title	**PMY201U - Consumer Relationship Management in Retaling**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. NEZİHE FİGEN ERSOY ARCA

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no lessons related with the recommended optional lesson.
Recommended Resources	Odabaşı, Y.(Ed.) (2013). Perakendecilikte Müşteri İlişkileri Yönetimi. Eskişehir. Anadolu Üniversitesi Yayını No: 2623, Açıköğretim Fakültesi Yaynın No: 1591.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Customer relationship concepts and features	
Week - 2		Customer relationship concepts and features	
Week - 3		Communicating with customers	
Week - 4		Communication with consumers	
Week - 5		Customer Service and service quality	
Week - 6		Customer satisfaction, loyalty and retention	
Week - 7		Midterm	
Week - 8		CRM programs and application	
Week - 9		Customer complaint management	
Week - 10		Customer complaint management	
Week - 11		Measurement of customer relationships	
Week - 12		Measurement of customer relationships	
Week - 13		Customer-oriented organizational culture	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	- Will be able to define the point that the concept of marketing has reached today and the elements on which it is based.
2	Will be able to explain the importance of effective communication with customers in the marketing process.
3	-Will be able to define the concept of customer service by establishing the relationship between service quality and marketing.
4	-Will be able to describe the relationship between the concept of customer relations and the concepts of creating customer satisfaction and loyalty.
5	-Will be able to explain the concept of customer relations and list their purposes.
6	-Will be able to explain customer complaint management, which is a part of customer relations
7	-Will be able to list the basic models that can be used in measuring customer relations.
8	- Will be able to explain the importance of customer-oriented organizational culture for businesses.

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	30
Final Exam	1	70
	Sum (%)	**100**