Course Syllabus

Code - Course Title	**ÇMH208U - Customer Relations Management in a Call Center**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSOC. PROF. DR. NEJDET KARADAĞ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no other recommended courses related to this course.
Recommended Resources	Customer Relationship Management in the Call Center
Work Placement	There is no internship or application for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Overview of Customer Relationship Management	
Week - 2		Customer-Oriented Business and Employee Management	
Week - 3		Concepts Related to Customer Relationship Management	
Week - 4		Concepts Related to Customer Relationship Management	
Week - 5		The Process of Customer Relationship Management	
Week - 6		The Process of Customer Relationship Management	
Week - 7		Mid-term Exam	
Week - 8		Customer Relationship Management Technologies	
Week - 9		Loyalty Programs in Customer Relationship Management	
Week - 10		Loyalty Programs in Customer Relationship Management	
Week - 11		Meeting Customer Objections and Complaints	
Week - 12		Customer Relationship Management and Customer Experience	
Week - 13		Customer Relationship Management and Customer Experience	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Define the concepts related to customer relationship management
2	Will be able to explain the perspectives of a customer-oriented employee and customer-oriented management
3	Be able to determine the stages of Customer Relationship Management process
4	Be able to classify the technology elements necessary for Customer Relationship Management
5	Explain the importance of loyalty programs in customer relations
6	Explain how businesses can create an effective complaint management system
7	Will be able to decipher the differences between customer experience management and 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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**