AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Customer Relationship Management								
Course Code	PAR204		Couse Level		Short Cycle (Associate's Degree)				
ECTS Credit	4	Workload	100 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	It is possible to arrange an appointment according to the rules of appointment and delivery according to the rules and principles of online consumer behavior according to the characteristics of the online shopping system, the interpretation of traditional consumer behaviors according to the purchasing methods and frequency of customers, the ability of the learner to communicate with the customers according to the objectives and strategies of the business and to help them to be classified according to their characteristics. and to be able to watch customers according to hospitality techniques, to create customer value according to customer retention programs, and to help measure customer satisfaction according to customer satisfaction measurement techniques.								
Course Content	Communicating with customers, Helping to classify customers, Interpreting information about online consumer behaviors, Interpreting information about traditional consumer behaviors, Making appointments and observing them, Welcoming customers, Contributing to creating customer values, Contributing to customer satisfaction measurement, Managing customer complaints contribute.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading	
1	Customer relations management; Yavuz Demirel

Week	Weekly Detailed Course Contents	
1	Theoretical	Communicating with customers
2	Theoretical	Communicating with customers
3	Theoretical	Helping to classify customers
4	Theoretical	Helping to classify customers Interpret information about online consumer behaviors
5	Theoretical	Interpret information about online consumer behaviors
6	Theoretical	Interpret information about traditional consumer behaviors
7	Theoretical	Interpret information about traditional consumer behaviors Arranging and watching an appointment
8	Theoretical	Arranging and watching an appointment Welcome the customer
9	Intermediate Exam	midterm
10	Theoretical	Contributing to customer value creation
11	Theoretical	Contributing to customer value creation
12	Theoretical	Contributing to the measurement of customer satisfaction
13	Theoretical	Contributing to the measurement of customer satisfaction
14	Theoretical	To contribute to the management of customer complaints
15	Theoretical	To contribute to the management of customer complaints
16	Final Exam	Final Examination

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	60	0	1	60

Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	100
			[Total Workload (Hours) / 25*] = **ECTS**	4
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	Customer recognition
2	Making customer appointment and acceptance schedule
3	Increase customer satisfaction
4	Explain the importance of listening to communication barriers with customers
5	Explain the planning and implementation process of customer relations

Programme Outcomes *(Marketing)*	
1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3
P1	4	5	3
P2	3	5	4
P3	5	5	5
P4	5	4	4
P5	4	4	5
P6	5	5	5
P7	5	5	5
P8	4	4	5
P9	5	5	5
P10	4	4	5
P11	3	4	3
P12	5	5	4
P13	5	5	5
P14	5	5	5