AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Customer Relationship Management						
Course Code		PMP205		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	Practice	0	Laboratory	0

Objectives of the Course	The student can communicate with customers according to their business objectives and strategies, and to help the classification according to customers' specifications, online consumer behavior according to the characteristics of online shopping system, customers purchase method and the ability to interpret the traditional consumer behavior based on their frequency, according to the appointment import and export rules, appointments be held and be able to watch, be entertained by the hospitality customer technical, based on customer retention program for creating customer value and customer satisfaction measurements to help ensure customer satisfaction, according to the measurement technique.
Course Content	communicate with customers, to help the classification of customers online to interpret information about consumer behavior, to interpret the information on the traditional consumer behavior, appointments to organize and track to accommodate the customer, to contribute in creating customer value, to contribute to the measurement of customer satisfaction
Work Placement	N/A
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study
Name of Lecturer(s)	

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Müşteri İlişkileri Yönetimi

Week	Weekly Detailed Course Contents	
1	Theoretical	communicate with customers
2	Theoretical	communicate with customers
3	Theoretical	help the classification of customers
4	Theoretical	help the classification of customers
5	Theoretical	To interpret information about online consumer behavior
6	Theoretical	To interpret the information on the traditional consumer behavior
7	Theoretical	edit and track appointments
8	Theoretical	Midterm
9	Theoretical	Event edit and watch, hosted Customer
10	Theoretical	To contribute in creating customer value
11	Theoretical	To contribute in creating customer value
12	Theoretical	To contribute to the measurement of customer satisfaction
13	Theoretical	To contribute 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

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Individual Work	5	5	0	25
Midterm Examination	1	12	1	13
Final Examination	1	8	1	9
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes *(Marketing)*

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5