



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship Management							
Course Code		İYP114		Course 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)		İns. Burak GÜRSES, İns. Mehmet TAŞDELEN							

### Prerequisites & Co-requisites

Equivalent Course	PMP205
-------------------	--------

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Customer Relationship Management
---	----------------------------------

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	Intermediate Exam	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
16	Final Exam	Final exam

### 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	Getting to know the customer
2	Making a customer appointment and acceptance program
3	To increase customer satisfaction
4	Communicating with Customers
5	Managing customer relations

### Programme Outcomes (Accounting and Tax Practices)

1	Have basic theoretical knowledge and skills in accounting and tax areas
2	The accounting and consultancy firm providing services in accounting, finance and accounting departments to meet the needs of the public or private sector organizations have the ability to think analytically and solve problems, be qualified accounting staff
3	To use at least one of the software packages related to accounting fluent
4	To follow the regulations related to the profession and have the basic legal information
5	Identify the data required for accounting for businesses, the ability to effectively collect and save
6	To be able to keep accounting records necessary to analyze financial transactions
7	General accounting, end of period accounting, cost accounting, and companies, understand and apply accounting control issues
8	Understand the obligations of a responsible and have knowledge about taxes and tax Turkish Tax System
9	By understanding and interpreting the problems of the profession, ideas orally or in writing, to express clearly
10	Knowledge they have taken in relation to the profession and to apply in a real business environment by identifying problems, interpret data and have the ability to analyze,
11	Professional and ethical responsibilities, understand the importance of job security
12	Be aware of the importance of following the regulations related to the profession
13	Correspondence related to the field can make using a computer, to store the information and use the stored information

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

	L1	L2	L3	L4	L5
P10	3	3	3	3	
P11	3	3	3	3	4

