



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Customer Relationship Management | | | | | | | |
| Course Code | | İYP114 | | Coure 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) | | Ins. Burak GÜRSES, Ins. Mehmet TAŞDELEN | | | | | | | |

Prerequisites & Co-requisites

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| Equivalent Course | PMP205 |
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Assessment Methods and Criteria

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

Recommended or Required Reading

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| 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 | Theoretical | edit and track appointments (Midterm Exam) |
| 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 |

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

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| 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)

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|----|---|
| 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 |

