AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Customer Relationship Management						
Course Code	TRZM240		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Informing the students about customer relationship management						
Course Content	Customer relationship management, importance of CRM for companies, relation between company and customer						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation)				
Name of Lecturer(s)	Prof. Pınar ALTIOK GÜREL						

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Müşteri İlişkileri Yönetimi - Yard. Doç. Dr. Cemalettin AKTEPE - Yard. Doç. Dr. Mehmet BAŞ - Dr. Metehan TOLON

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and difference of customer and consumer
2	Theoretical	Customer Pleasure
3	Theoretical	Customer Satisfaction
4	Theoretical	Customer Loyalty
5	Theoretical	Levels of customer loyalty
6	Theoretical	Relationship management
7	Theoretical	Definition and content of Customer Relationship Management
8	Theoretical	Process of customer relationship management
9	Theoretical	Process of customer relationship management
10	Theoretical	Complaint management
11	Theoretical	Definition and content of customer services
12	Theoretical	Customer relationship management and technology
13	Theoretical	Customer relationship management and social media
14	Theoretical	Gauging customer relationship
15	Theoretical	Composing data base in customer relationship management
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Evaluating CRM systems
2	Evaluating CRM process
3	Apprehending usage of CRM systems
4	To ensure customer satisfaction

5	To learn customer loyalty

Programme Outcomes *(Tourism and Hotel Management)*

1	
2	
3	
4	
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11	

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

	L1
P1	5