



AYDIN ADNAN MENDERES UNIVERSITY
DAVUTLAR VOCATIONAL SCHOOL
HOTEL RESTAURANT AND CATERING SERVICES
TOURISM AND HOTEL MANAGEMENT
COURSE INFORMATION FORM

Course Title	Customer Relationship Management								
Course Code	TRZM240	Course 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)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

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	Intermediate Exam	Mid term exam
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

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
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Programme Outcomes (*Tourism and Hotel Management*)

1	study
2	...
3	...
4	...
5	...

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

	L1
P1	5

