



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relations Techniques							
Course Code		ÇMH111		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The course aims to provide students with theoretical and practical knowledge that will enable them to be successful in the future positions in service departments of enterprises producing goods in service producing enterprises.							
Course Content		These derste students are aimed to examine and evaluate the applications in the sector in line with the information they receive and to provide customer service management, increase customer satisfaction, provide customer loyalty in the service sector in the service sector.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Problem Solving					
Name of Lecturer(s)		İns. İsmet ANIK BAYSAL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	CUSTOMER RELATIONS MANAGEMENT Basic Concepts and Practices, Beyza Gültekin - Üzeyir Kement, Nobel Publisher.
---	--

Week	Weekly Detailed Course Contents	
1	Theoretical	Service Sector and Structure of Sector
2	Theoretical	Customer Relationship Management: Introduction to CRM
3	Theoretical	New Approaches in CRM
4	Theoretical	Consumer Behavior in the Retail Sector
5	Theoretical	Shaping the retail environment for customers
6	Theoretical	Management of Customer Complaints
7	Theoretical	Management of Customer Complaints
8	Intermediate Exam	Midterm
9	Theoretical	Information Technologies: Customer Database Creation and Management
10	Theoretical	Information Technologies: Data Storage
11	Theoretical	Information Technologies: Information Transformation
12	Theoretical	Human Resources Management for CRM
13	Theoretical	Customer Feedback: Customer Satisfaction
14	Theoretical	Customer Feedback: Measuring and Enhancing Perceived Quality of Service
15	Theoretical	Value Chain in the Retail Sector (Customer Loyalty and Value Creation)

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10
Term Project	25	0	1	25
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	The student who completes this course will be able to explain in detail the structure, processes and customer service management of the service sector.
2	The student who completes this course will be able to define customer behavior in service sector.
3	Upon completing this course, the student will be able to classify the necessary studies to measure and develop customer satisfaction.
4	To have knowledge about new approaches to Customer Relationship Management.
5	To have knowledge about improving service quality in Customer Relationship Management.

Programme Outcomes (Call Center Services)

1	Ability to use information and communication technology tools and other professional tools and techniques
2	Ability to plan and implement professional processes
3	Foreign language communication skills
4	Professional confidence
5	Entrepreneurship Skills
6	Ability to use theoretical domain knowledge in practice
7	Ability to manage a process to meet requirements
8	Work skills in teams, including interdisciplinary
9	Ability to identify and solve problems in professional practice
10	Professional ethics and accountability

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	3	3	3	3	4
P4	4	3	4	4	4
P5	2	1	2	2	2
P6	2	3	3	3	3
P7	2	2	3	3	3
P8	2	1	1	1	1
P9	1	1	1	1	1
P10	1	1	1	1	1

