



AYDIN ADNAN MENDERES UNIVERSITY 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)		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
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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
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Programme Outcomes (Catering Services)

1	Genel turizm ve yiyecek içecek sektörü ile ilgili temel kavramları tanımlar.
2	Yiyecek içecek İşletmeciliği alanındaki yasal düzenlemeler, mesleki standartlarını, işletmelerin etkilendiği iç ve dış çevresel faktörleri bilir.
3	Yiyecek içecek ve ikram hizmetlerinin verildiği işletmelerin organizasyon yapısını ve işleyişini bilir ve uyum sağlar.
4	...
5	...
6	...
7	...
8	...
9	...
10	...
11	...
12	...
13	...

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	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5

