



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Relationship							
Course Code		PSY110		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to teach customer related concepts such as customer retention, acquisition, customer relationship measurement.							
Course Content		Examining customer relations in terms of business management, employees and customers							
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	70

Recommended or Required Reading

1	Yavuz Odabaşı, Satış ve Pazarlamada Müşteri İlişkileri Yönetimi
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Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
9	Intermediate Exam	.
10	Theoretical	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.
16	Final Exam	.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	3	2	14	48
Midterm Examination	1	5	15	20
Final Examination	1	1	31	32
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	



Programme Outcomes (*Retail Sale and Store Management*)

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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	4	5	3	4	5
P2	4	3	5	3	4
P3	3	4	4	5	3
P4	4	5	5	4	5
P5	3	4	4	5	4
P6	4	4	5	4	3
P7	4	5	4	5	5
P8	4	4	5	4	4
P9	3	5	5	5	4
P10	4	4	4	4	4

