



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Customer Relations Management								
Course Code	REM331	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	4	Workload	103 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	With this course; The aim of this course is to gain competencies related to the communication with the guest.								
Course Content	To use communication tools, to communicate effectively, to behave according to unusual situations and to provide communication with guests, cultural differences and general information about the culture of the guests constitute the content of this course.								
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	Demir, Ş. (2013) Turizm İşletmelerinde Halkla İlişkiler ve İletişim, Detay, Ankara.

Week	Weekly Detailed Course Contents & Teaching Methods	
1	Theoretical	Discussion of guest concept and importance of communication with guest.
2	Theoretical	Effective use of guest relations and communication tools (telephone, e-mail, etc.).
3	Theoretical	Guest types and behaviors
4	Theoretical	Guest types and behaviors
5	Theoretical	Elements to be considered in face to face communication in guest relations.
6	Theoretical	Elements to be considered in face to face communication in guest relations.
7	Theoretical	Non-boy situations and their solutions
8	Intermediate Exam	Ara Sınav
9	Theoretical	Receiving and resolving guest requests and complaints
10	Theoretical	Communication problems that may arise from cultural difference
11	Theoretical	Communication problems that may arise from cultural difference
12	Theoretical	Communication problems that may arise from cultural difference
13	Theoretical	Communication problems that may arise from cultural difference
14	Theoretical	Use of body language in communication
15	Theoretical	Use of body language in communication
16	Final Exam	finals

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	3	84
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
Total Workload (Hours)				103
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				



**Learning Outcomes**

1	Using communication tools
2	Using communication techniques effectively and efficiently
3	Correct communication with guest
4	use interpersonal communication techniques.
5	Recognize the culture of guests from different countries and use it to communicate more effectively.

**Programme Outcomes** (*Food and Beverage Management*)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle level
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

