



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Customer Loyalty							
Course Code		REH440		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to teach students methods that could be used to create consumer loyalty by suggesting the importance of customer loyalty							
Course Content		Within the concept of the lesson, firstly, importance of the relationship and loyalty between customer satisfaction and customer loyalty will be handled with regards to tourism management. Furthermore, the other factors influencing the loyalty will be explained by giving examples. Loyalty types and examples of them will be presented. Additionally, policies and strategies required to increase the loyalty will be explained. Importance of complaint management will be evaluated in terms of loyalty.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Atıla Yüksel (2008), Tourist Satisfaction and Complaining Behavior: Measurement and Management Issues in the Tourism and Hospitality Industry, Nova Publishers, NY.
2	Selvi, M. S. (2007). Müşteri Sadakati, Seçkin Yayıncılık.
3	İslamoğlu, A. H. ve Altunışık, R. (2013). Tüketici Davranışları, Beta Yayıncılık.
4	Yükselen, C. (2012). Pazarlama, Detay Yayıncılık.
5	Kotler, P. (2011). Kotler ve Pazarlama, Sistem Yayıncılık
6	Odabaşı, Y. Ve Oyman, M. (2011). Pazarlama İletişimi Yönetimi, MediaCat Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Foreknowledge will be given about the objectives, importance, concept, contents, methods of measurement and sources of the lesson.
2	Theoretical	Introduction to customer satisfaction management will be done and the importance of it will be emphasized with regards to marketing.
3	Theoretical	Importance of customer retention and concept of loyalty will be explained with examples.
4	Theoretical	Transition from sales focused marketing to relationship oriented marketing and the evolution forming loyalty will be handled with regards to tourism establishment.
5	Theoretical	Relationship of attitudinal commitment with behavioral commitment will be emphasized.
6	Theoretical	Segmentation methods will be discussed in terms of commitments.
7	Theoretical	Customer satisfaction theories will be explained.
8	Theoretical	Comparison standards of customer satisfaction / dissatisfaction will be handled.
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Image and multiple comparison standards will be emphasized by giving examples in customer satisfaction.
11	Theoretical	Topics of factors determining customer satisfaction and comparison of tourist satisfaction will be discussed.
12	Theoretical	Importance of customer complaints will be explained by giving case studies in customer loyalty.
13	Theoretical	Relationship between service improving strategies and loyalty will be handled.
14	Theoretical	Verbal and nonverbal communication will be dwelled on in customer satisfaction.
15	Theoretical	General review will be done and deficiencies will be made up.
16	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to evaluate customer/ tourist loyalty, theories of customer loyalty and the factors determining the customer loyalty,
2	To be able to interpret and evaluate customer loyalty in terms of cultures,
3	To be able to recognize the concept of customer value
4	To be able to comprehend relationship of attitudinal commitment with behavioral commitment.
5	To be able to comprehend relationship between service improving strategies and loyalty.

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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	4	4	4	4	4
P3	4	4	4	5	5
P4	4	4	4	4	4
P5	4	4	4	5	5
P6	5	5	5	1	1
P7	1	1	1	1	1
P8	4	4	4	4	4
P9	3	3	3	2	3
P10	4	4	4	4	4
P11	5	5	5	5	4
P12	5	5	5	5	5
P13	4	4	4	4	4
P14	3	3	3	4	4
P15	3	3	3	4	4
P16	4	4	4	4	4

