AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Customer Relationship Management in Healthcare Organizations								
Course Code	STU520		Couse Level	Second Cycle (Master's Degree)					
ECTS Credit	6	Workload	146 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	To develop customer relations activities in healthcare enterprises, to teach customer satisfaction and to create loyal customer strategies.								
Course Content	The concept of customer relations in healthcare businesses, customer behavior and satisfaction, strategies of winning and retaining customers, effective communication with customers, creating a culture focused on customer satisfaction.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving								
Name of Lecturer(s)	Prof. Pınar ALTIOK GÜREL								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Odabaşı Y. (2015) Satış ve Pazarlamada Müşteri İlişkileri Yönetimi (CRM), Aura Yayınevi.
2	Gültekin B., Kement Ü. (2018) Müşteri İlişkileri Yönetimi, Nobel Yayıncılık.
3	Yıldırım F., Panayırcı C. (2009) CRM Müşteri İlişkileri Yönetimi ve Pazarlama İletişim, Papatya Yayıncılık.
4	Baş M., Tolon M., Aktepe C. (2015) Müşteri İlişkileri Yönetimi, Detay Yayıncılık.
5	Çiçek E. (2017) Pazarlamada ve Rekabette Başarının Anahtarı Müşteri İlişkileri Yönetimi, Eğitim Yayınevi

Week	Weekly Detailed Course Contents	
1	Theoretical	The definition of organizationa, an introduction to organizational psychology, the role and importance of organizational behavior for businesses
2	Theoretical	Organizational culture
3	Theoretical	Organizational leadership, motivation and organizational alienation
4	Theoretical	Organizational cynicism
5	Theoretical	Organizational justice
6	Theoretical	Organizational politics
7	Theoretical	Organizational commitment and job satisfaction
8	Theoretical	Organizational citizenship
9	Intermediate Exam	Midterm exam
10	Theoretical	Emotional Labor and organizational revenge
11	Theoretical	Organizational forgiveness and organizational support
12	Theoretical	Organizational trust and organizational silence
13	Theoretical	Mobbing and bullying
14	Theoretical	Employee turnover, absenteeism, workaholism
15	Theoretical	Organizatonal burnout and psychological contract
16	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	14	3	0	42
Term Project	1	10	2	12
Individual Work	14	2	0	28
Midterm Examination	1	10	1	11

Final Examination	1	10	1	11
			Total Workload (Hours)	146
			[Total Workload (Hours) / 25*] = **ECTS**	6
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	Understanding the importance of the concept of customer in healthcare enterprises
2	Understanding customer satisfaction and loyalty strategies in healthcare enterprises
3	Understand the ways of effective communication with the customer in healthcare enterprises
4	To comprehend customer complaints and developing solutions for complaints in healthcare enterprises
5	Understanding the creation of a culture focused on customer satisfaction in healthcare enterprises

Programme Outcomes *(Health Tourism Interdisciplinary Master)*	
1	Having theoretical and practical up-to-date information at the level of expertise in the field of health tourism,
2	Being able to have knowledge about using current methods, techniques and devices of technology,
3	To be able to take active role in thermal, dental, medical, third age and disabled tourism organization and management,
4	To be able to analyze the problems related to health tourism with scientific methods and to evaluate them with a critical approach,
5	To be able to produce new projects for scientific researches, to have executive and finalizing skills
6	To be able to interpret researches by using appropriate statistical methods, to write a report of the research / study they have participated in and publish it in a national / internationally accepted magazine / present at scientific meetings,
7	Health tourism has theoretical and practical knowledge about the historical development and economic dimension of health tourism
8	In organizations providing services in the field of health tourism, they have the knowledge and skills to apply in strategic management, marketing, performance management, quality management and human resources management.
9	Gain the ability to convey intercultural differences, international health legislation and patient rights to knowing, interpreting and practicing.
10	Acquires theoretical and practical knowledge on ethics, politics and planning in health tourism, information systems, professional foreign language, finance and intermediary institutions
11	Has knowledge about basic concepts, terminology and complementary medicine (TAT) in health field

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	4	3	4	4
P2	3	3	4	3	3
P3	3	3	4	4	4
P4	3	4	4	3	3
P5	4	3	3	4	4
P6	3	4	4	4	3
P7	3	3	4	4	4
P8	4	4	3	4	4
P9	4	3	4	3	4
P10	4	3	3	4	4
P11	4	4	4	4	3