

Vocational School / Medical Documentation and Secretariat

2023 - 2024 Academic Year

CUSTOMER RELATIONSHIP MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CUSTOMER RELATIONSHIP MANAGEMENT	TDS2126520	Fall Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Derya TUĞLU				
Name of Lecturer(s)	Lect. Ceren Selma ŞENTÜRK				
Assistant(s)					
Aim	To give general information about Customer Relationship Management.				
Course Content	This course contains; Consumer behaviours-I,Consumer behaviours-II,Introduction to customer relationship management (CRM),Components of CRM,Stages of CRM,Customer keeping and customer loyalty,Communication with customers,Organisational Culture,CRM in health sector,Sales management-I,Sales management-II,Sales technics-I,Sales technics-II,Motivation of the sales team and performance evaluation.				
Course Learning Outcomes				Teaching Methods	Assessment Methods
1.Explains the Customer Relationship Management and its processes.				16, 9	A
2.Explains the importance of communication and Customer Relationship Management for the business organisations				10, 9	A
Implements activities to create patient loyalty.				10, 13, 16, 9	A
Illustrates methods of creating patient satisfaction.				10, 13, 16, 19, 9	A
Will be able to evaluate patient acquisition and retention activities.				10, 13, 19, 9	A
Examples of patient complaints.				10, 16, 19, 9	A
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Consumer behaviours-I				
2	Consumer behaviours-II				
3	Introduction to customer relationship management (CRM)				
4	Components of CRM				
5	Stages of CRM				
6	Customer keeping and customer loyalty				
7	Communication with customers				
8	Organisational Culture				
9	CRM in health sector				
10	Sales management-I				
11	Sales management-II				
12	Sales technics-I				
13	Sales technics-II				
14	Motivation of the sales team and performance evaluation				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecturer's own notesMüşteri İlişkileri Yönetimi, Detay Yayınları Müşteri İlişkileri Yönetimi, Anadolu Üni.A.Ö.F. Yayınları Müşteri İlişkileri Yönetimi ve Satış Gücü Niteliklerinin Firma Marka İmajına Etkisi, (Pelin Özgen, Özgür SAKINÇ)