

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CUSTOMER RELATIONSHIP MANAGEMENT	HIT2233230	Spring Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Mahmut Selami AKIN				
Name of Lecturer(s)	Assist.Prof. Mahmut Selami AKIN				
Assistant(s)					
Aim	The aim of this course is to understand how to manage customer relations more efficiently.				
Course Content	This course contains; New economic era,New economy and Customer Relationship Marketing, Customer value and strategies,Designing the system of customer care,Culture and standards of customer services,Students' presentations I,Communication with customers, actively listening and empathy,Technology in customer care,Problem solving in customer care,Customer service experience,Managing customer care staff,Evaluating customer service,Students' presentations II,Students' presentations III.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
3.Understanding what customer value is.			1, 12, 2, 3	B, C	
1. Understanding the difference among consumer, customer and target audience phenomenon.			1, 12, 2, 3	B, C	
2. Understanding the role of customer relationship in new economy			1, 2, 3	A, B, C	
4. Understanding which technique should be used to manage customer relationships.			1, 12, 2, 3	B, C	
Teaching Methods	1: Lecture, 12: Case study, 2: Question - Answer, 3: Discussion				
Assessment Methods	A: Written Exam, B: Oral Exam, C: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	New economic era				
2	New economy and Customer Relationship Marketing				
3	Customer value and strategies				
4	Designing the system of customer care				
5	Culture and standards of customer services				
6	Students' presentations I				
7	Communication with customers, actively listening and empathy				
8	Technology in customer care				
9	Problem solving in customer care				
10	Customer service experience				
11	Managing customer care staff				
12	Evaluating customer service				
13	Students' presentations II				
14	Students' presentations III				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Kalıcı Başarı İçin Müşteri Hizmetleri, Yavuz Odabaşı, Mediacat Kitapları.