

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CUSTOMER RELATIONSHIP MANAGEMENT	D5T2133230	Fall 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	
1. The difference between consumer, customer and target audience phenomenon will able to be understood.			10, 13, 16, 9	A	
1.1. Consumer concept is defined.					
1.2. Customer concept is defined.					
1.3. The target audience concept is defined.					
2. The role of customer relationships in the new economy will able to be understood.			10, 16, 9	A	
2.1. New economy is defined.					
2.2. Trends in new economy is explained.					
2.3. Basic functions of customer relationship management is defined.					
3. What customer value will able to be understood.			10, 13, 16, 9	A	
3.1. Customer value is defined.					
3.2. Customer value strategies is explained.					
3.3. Customer value tactics is explained.					
4. Which technique should be used to manage customer relationships will be able to understood.			10, 13, 16, 9	A	
4.1. Behavioral approach is explained.					
4.2. Emotional approach is explained.					
5. How managing customer loyalty will able to be understood.			10, 16, 9	A	
5.1. Customer loyalty is defined.					
5.2. Methods of determining customer loyalty is explained.					
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
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
Customer Relationship Management: Basic Concepts and Applications, Nobel Publishing, Assoc. Dr. Beyza Gültekin, Dr. Uzeyir Kement. 2018. Kalcı Başarı İçin Müşteri Hizmetleri, Yavuz Odabaşı, Mediacat Kitapları.