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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Customer relations management** |  | one | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Field Elective |
| Course Coordinator |   |
| Instructor |   |
| Course Assistants |   |
| The aim of lesson | This course provides the student with the concept of customer, its characteristics and classification, changes in the understanding of marketing in terms of customers, relational marketing strategies, reasons for failure in customer relations, conditions for success, understanding the importance of the principle of customer satisfaction, which is one of the main elements of total quality management, and learning the methods of increasing customer satisfaction, It aims to teach subjects such as gaining and retaining customers. |
| Course Learning Outcomes | At the end of this course, the student; 1. Recognizes the types of customers.2. The customer makes an appointment and acceptance program.3. Gains competencies such as increasing customer satisfaction and loyalty.4. Gains the ability to listen, analyze and resolve customer complaints. |
| Course Content | The Concept and Characteristics of Customer Relations, Customer Behaviors and Customer Satisfaction, Organizational Culture and Change, Creating a Customer Satisfaction-Oriented Culture, Barriers to Cultural Change, Customer Focused Change Management, Creating Value for Customers, Communication with Customers, Customer Service, Customer Satisfaction, Customer Loyalty, Customer Relationships Solution Suggestions in Relationships. |
| **Weeks** | **Topics** |
| one | The Concept and Characteristics of Customer Relations |
| 2 | Customer Behavior and Customer Satisfaction |
| 3 | Organizational Culture and Change |
| 4 | Creating a Customer Satisfaction-Oriented Culture |
| 5 | Barriers to Cultural Change |
| 6 | Customer Focused Change Management |
| 7 | Total Quality Management in Sales and Marketing. Customer Acquisition and Retention |
| 8 | Creating Value for the Customer |
| 9 | Communication with Customers, Communication Model and Elements. |
| 10 | Forms of Communication with Customers |
| 11th | Customer Service, Service Quality and System |
| 12 | Customer Satisfaction and Measurement Processes |
| 13 | Customer Loyalty and Programs |
| 14 | Basic Moral Problems and Solution Suggestions in Customer Relations |

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| **General Competencies** |
| Students are expected to understand the main topics of this course and use it in their fields and applications. |
| **resources** |
| Odabasi, Y.; Customer Relationship Management (CRM) in Sales and Marketing , Sistem Yayıncılık, 2009.Aktepe, C., M.Bas, M. Tolon; Customer Relationship Management, Detay Publishing, 2009. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| **LO1** | - | 3 | 3 | - | 4 | 5 | - | 3 | 2 | - | - | - |
| **LO2** | - | 3 | 3 | - | 4 | 5 | - | 3 | 2 | - | - | - |
| **LO3** | - | 3 | 3 | - | 4 | 5 | - | 3 | 2 | - | - | - |
| **LO4** | - | 3 | 3 | - | 4 | 5 | - | 3 | 2 | - | - | - |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

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| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| **Customer relations management** | - | 3 | 3 | - | 4 | 5 | - | 3 | 2 | - | - | - |

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