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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Customer relations management** |  | 2 | 3+0 | 3 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | To enable students to comprehend the basic principles of customer relationship management and problem solving methods valid in the private sector within the framework of theoretical knowledge and application examples.  |
| Course Learning Outcomes | At the end of this course, the student;1- Explains the importance of customer relationship management and related concepts.2-Explains the place of customer satisfaction, loyalty and quality concepts in customer relations3-Has an insight into what can be done to solve problems in troubled times when things don't always go as planned between customers and the business |
| Course Content | Customer relationship management processes, customer satisfaction, customer loyalty, customer experience, |
| **Weeks** | **Topics** |
| one | Consumer Rights law |
| 2 | Consumer Rights law |
| 3 | Marketing insights |
| 4 | Customer Relationships Management |
| 5 |  Customer satisfaction |
| 6 | Customer satisfaction |
| 7 |  Customer his loyalty |
| 8 |  Customer his loyalty |
| 9 | Value concept and Customer Relationships under management importance |
| 10 | Value concept and Customer Relationships under management importance |
| 11th | Customer experience |
| 12 | Customer experience |
| 13 | Institution Nominal and importance |
| 14 | Institution Nominal and importance |
| 15 | Customer Data base and measurement |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |
| Gultekin, B. , Lasso, U. (2018). *Customer relationship management-basic concepts and applications* , Nobel Akademi Publications, Ankara. |
| **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** |
| **LO1** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | - | 5 | - | - |
| **LO2** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | - | 5 | - | - |
| **LO3** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | - | 5 | - | - |
| **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** |
| Customer relations management | 5 | 5 | 5 | 5 | 4 | 4 | 5 | - |  | - | - |

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