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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
|  **Customer relations management** |  | 2 | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Departmental Elective |
| 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. Explain the importance of customer relationship management and related concepts
2. Explains the place of customer satisfaction, loyalty and quality concepts in customer relations
3. Have 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 | Consumer Rights Law, customer satisfaction and loyalty, customer value and experience |
| **Weeks** | **Topics** |
| 1 | Consumer Rights Law |
| 2 | Consumer Rights Law |
| 3 | Marketing Insights |
| 4 | Customer relations management |
| 5 | Customer happiness |
| 6 | Customer happiness |
| 7 | Customer loyalty |
| 8 | Customer loyalty |
| 9 | The Concept of Value and Its Importance in Customer Relationship Management |
| 10 | The Concept of Value and Its Importance in Customer Relationship Management |
| 11 | Customer Experience |
| 12 | Customer Experience |
| 13 | Institutional reputation and importance |
| 14 | Customer Database and Measurement |

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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** |
| Gültekin, B., Kement, Ü. (2018). Müşteri İlişileri Yönetimi-Temel Kavramlar ve Uygulamalar, Nobel Akademi Yayınları, 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** |
| **LO1** | 5 | 2 | 5 | - | - | - | 5 | - | 4 | 5 |
| **LO2** | 5 | 2 | 5 | - | - | - | 5 | - | 4 | 5 |
| **LO3** | 5 | 2 | 5 | - | - | - | 5 | - | 4 | 5 |
| **LO: Learning Outcomes OP: Program Outcomes** |
| **Contribution Level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

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

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