



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	Customer Relationship Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
V	2	0	0	2	4	CORE () ELECTIVE (X)	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
		X					
ASSESSMENT CRITERIAS							
DURING TERM	Activity	Number	Percentage (%)				
	I. Mid-Term		40				
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM			60				
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT	Content and importance of customer relationships management, planning and application course of customer relations, customer relationship management practices, problems encountered with customer relations.						
COURSE OBJECTIVES	Conveying the main topics related to customer relationship management						
COURSE OUTCOMES	To understand the content of customer relationship management To recognize the practices of customer relationship management To learn the problems encountered in customer relations To have information about the importance of communication with the customers To study the applications of customer relationship management						
TEXTBOOK(S)	Odabaşı, Y. (2015). Satış ve Pazarlamada Müşteri İlişkileri Yönetimi. Sistem Yayıncılık Barış, G. (2006). Kusursuz müşteri memnuniyeti için Şikayet Yönetimi. MediaCat						
SUPPORTIVE RESOURCES	Müşteri İlişkileri Yönetimi. Anadolu Üniversitesi Yayını. (2019). Yayın No.3001						

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Definition of customer relationship management and it's contend
2	Customer relationship factors
3	Communication with customer
4	Communication with customer
5	Services and customer relationships
6	Strategic approach in customer relations
7	Implementation of customer relationship and it's planning process
8	Mistakes made in customer relationship management applications
9	Customer relationship management and corporate culture
10	Evaluation of customer relationships
11	Customer relationship management practices
12	Customer relationship management practices
13	Problems encountered with customer relationships
14	Complaint management
15,16	Final Exam

No.	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.	X		
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.	X		
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectorial conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management	X		
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.		X	
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X
1:Never. 2:Few. 3:Many.				

Instructor Name :