

Year

Hotel, Restaurant and Catering Services Department / Hotel, Restaurant and Catering Services Department /						
Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS
TO216	CUSTOMER RELATIONSHIP MANAGEMENT	2.00	0.00	0.00	2.00	3.00
Course Detail						
Course Language	: Turkish					
Qualification Degree	: PreBachelor					
Course Type	: Optional					
Preconditions	: Not					
Objectives of the Course	: In today's highly competitive environment, retain existing customers and attract new customers, have been extremely important in terms of business to sustain life. This course introduces students the importance of customer relations and the role of business continuity, and management of the necessity of creating a customer-focused culture tried to explain.					
Course Contents	: In this course, the concept of customer relationship management, customer relationship development and customer service, to gain customer and retention, customer relations, such as measuring the effects of activities will be discussed.					
Recommended or Required Reading	: Lecture Notes Demirel, Y. (2006). Müşteri İlişkileri Yönetimi ve Bilgi Paylaşımı. İstanbul: IQ Kültür Sanat Yayıncılık. Odabaşı, Y. (2000). Satış ve Pazarlamada Müşteri İlişkileri. İstanbul: Sistem Yayıncılık. Computer, Internet, Presentation Devices, Sound System, Course Book.					
Planned Learning Activities and Teaching Methods	: Lecture, question-and-answer.					
Recommended Optional Programme Components	: Participation in the course and tracking of course grades					
Instructors	: Öğr. Gör. Dr. Özlem Başar					
Instructor's Assistants	: Lecturer Dr. Özlem BAŞAR, Lecturer Dr. Kayhan KARAKAYA					
Presentation Of Course	: Face-to-face education					
Update Date	:					
Dosya İndirilme Tarihi	: 1/20/2026					

Course Outcomes	
Upon the completion of this course a student :	
1	Have knowledge about the concept, definition, development and features of customer relationship management.
2	Have knowledge about customer relationship management components and models.
3	Knows the transition and implementation processes of customer relationship management.
4	Knows the elements of customer relationship management.
5	Learns about communicating with customers and creating value.
6	Explains the concepts of customer acquisition, retention and creating customer lifetime value.
7	Have knowledge about the relationships with the parties in customer relationship management.
8	Explains the relationships between customer relationship management and other concepts.
9	Explain the relationship between customer relationship management and e-commerce.
10	Knows the concepts of customer objections and complaint management.
11	Knows the reasons for failure in MİY.
12	Have knowledge about sales management.
13	Knows customer relationship management industry practices.
14	Gain knowledge about measuring customer relationship management and return on investment (ROI).

Pre / Side Conditions							
Course Code	Course Name	Condition	Teorical	Practice	Laboratory	Credits	ECTS
Weekly Contents							
	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes	

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*Customer Relationship Management Concept, Definition, Development and Features			*Prepared lecture notes will be read and also the subject of "Chapter 1 - Concept, Definition, Development and Characteristics of Customer Relationship Management" on pages 4-33 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecture	Ö.Ç.1 Ö.Ç.1
2.Week	*Customer Relationship Management Components and Models			*Prepared lecture notes will be read and also the subject of "Chapter 2 - Customer Relationship Management Components and Models" on pages 33-61 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing, discussion	Ö.Ç.2 Ö.Ç.2
3.Week	*Transition to Customer Relationship Management and Implementation Process			*Prepared lecture notes will be read and also the subject of "Chapter 3 - Transition to Customer Relationship Management and Implementation Process" on pages 61-89 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing, question-answer	Ö.Ç.3 Ö.Ç.3
4.Week	*Elements of Customer Relationship Management			*Prepared lecture notes will be read and also the subject of "Chapter 4 - Elements of Customer Relationship Management" on pages 89-116 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing, discussion	Ö.Ç.4 Ö.Ç.4
5.Week	*Communicating with Customers and Creating Value			*Prepared lecture notes will be read and also the subject of "Chapter 5 - Communicating with Customers and Creating Value" on pages 116-147 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing	Ö.Ç.5 Ö.Ç.5
6.Week	*Customer Acquisition, Retention and Creation of Customer Lifetime Value			*Prepared lecture notes will be read and also the subject of "Chapter 6 - Acquiring, Retaining and Creating Customer Lifetime Value" on pages 147-168 of the "Customer Relationship Management" book, a publication of Atatürk University, which was used as a source while preparing these notes, will be studied.	*Lecturing, discussion	Ö.Ç.6 Ö.Ç.6
7.Week	*Relationships with Parties in Customer Relationship Management			*Prepared lecture notes will be read and also the subject of "Chapter 7 - Relations with Parties in Customer Relationship Management" on pages 168-192 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing, discussion	Ö.Ç.7 Ö.Ç.7
8.Week	*Midterm Exam	*Midterm Exam				

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
9.Week	*Relationship of Customer Relationship Management with Other Concepts			*Prepared lecture notes will be read and also the subject of "Chapter 8 - Relationship of Customer Relationship Management with Other Concepts" on pages 192-214 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing, question-answer	Ö.Ç.8 Ö.Ç.8
10.Week	*Customer Relationship Management and E-Commerce			*Prepared lecture notes will be read and also the subject of "Chapter 9 - Customer Relationship Management and E-Commerce" on pages 214-233 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing	Ö.Ç.9 Ö.Ç.9
11.Week	*Customer Objections and Complaint Management			*Prepared lecture notes will be read and also the subject of "Chapter 10 - Customer Objections and Complaint Management" on pages 233-255 of the "Customer Relations Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing	Ö.Ç.10 Ö.Ç.10
12.Week	*Reasons for Failure in CRM			*Prepared lecture notes will be read and also the subject of "Chapter 11 - Reasons for Failure in CRM" on pages 255-281 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing	Ö.Ç.11 Ö.Ç.11
13.Week	*Sales Management			*Prepared lecture notes will be read and also the subject of "Chapter 12 - Sales Management" on pages 281-302 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing, discussion	Ö.Ç.12 Ö.Ç.12
14.Week	*Customer Relationship Management Industry Applications			*Prepared lecture notes will be read and also the subject of "Chapter 13 - Customer Relationship Management Sector Applications" on pages 302-330 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing	Ö.Ç.13 Ö.Ç.13
15.Week	*Measuring Customer Relationship Management and Return on Investment (ROI)			*Prepared lecture notes will be read and also the subject of "Chapter 14 - Measurement of Customer Relationship Management and Return on Investment (ROI)" on pages 330-353 of the "Customer Relationship Management" book, which is a publication of Atatürk University and was used as a source while preparing these notes, will be studied.	*Lecturing, Question-Answer	Ö.Ç.14 Ö.Ç.14

Assesment Methods %

1 Ara Sinav : 40.000

3 Final : 60.000

ECTS Workload			
Activities	Count	Time(Hour)	Sum of Workload
Vize	1	1.00	1.00
Ara Sınav Hazırlık	3	5.00	15.00
Final	1	1.00	1.00
Final Sınavı Hazırlık	3	5.00	15.00
Derse Katılım	14	2.00	28.00
Ders Öncesi Bireysel Çalışma	14	2.00	28.00
Ders Sonrası Bireysel Çalışma	2	1.00	2.00
			Total : 90.00
			Sum of Workload / 30 (Hour) : 3
			ECTS : 3.00

Program And OutcomeRelation																						
	P.O.1	P.O.2	P.O.3	P.O.4	P.O.5	P.O.6	P.O.7	P.O.8	P.O.9	P.O.10	P.O.11	P.O.12	P.O.13	P.O.14	P.O.15	P.O.16	P.O.17	P.O.18	P.O.19	P.O.20	P.O.21	P.O.22
	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22
L.O. 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.O. 14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Avarage	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

BEWARE OF PLAGIARISM! Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person's ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarlama Talebi : Engel durumuna ilişkin herhangi bir uyarlama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevşehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.