

Year

Department of Marketing and Advertising / Department of Marketing and Advertising /

Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS
HİT112	CONSUMER 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					
Course Instructors	: Öğr. Gör. Aynur Karakoç					
Instructor's Assistants	: Yardımcı öğretim elemanı bulunmamaktadır. Dersi veren öğretim elemanı: Öğr. Gör. Aynur KARAKOÇ					
Presentation Of Course	: Face-to-face education					
Update Date	: 2/5/2026 4:43:16 PM					
Dosya İndirilme Tarihi	: 2/7/2026					

Course Outcomes

Upon the completion of this course a student :

- 1 Can define the concepts of customer relationship and their aspects
- 2 Can explain the importance of Customer Relationship Management and its effect on competitive advantage.
- 3 Can explain the importance of service quality in customer relations.
- 4 Can provide excellent customer service.

Pre / Side Conditions

Course Code	Course Name	Condition	Teorical	Practice	Laboratory	Credits	ECTS
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Weekly Contents

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*The Concept, Definition, and Characteristics of Customer Relations			*Students are expected to study pages 1–22 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1 Ö.Ç.1
2.Week	*Concepts Related to Customer Relationship Management			*Students are expected to study pages 23–39 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1 Ö.Ç.1
3.Week	*Transition from a Traditional Approach to a Customer-Oriented Approach; Objectives and Characteristics of Customer Relationship Management (CRM)			*Students are expected to study pages 40–50 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1 Ö.Ç.2 Ö.Ç.2
4.Week	*Benefits Provided by Customer Relationship Management (CRM)			*Students are expected to study pages 51–57 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.1 Ö.Ç.1

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
5.Week	*Communication with Customers; Types of Communication and Tools Used in Communication			*Students are expected to study pages 58–76 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.1 Ö.Ç.1 Ö.Ç.4 Ö.Ç.1 Ö.Ç.1
6.Week	*Concepts of Traditional Marketing and the Customer-Oriented Approach			*Students are expected to study pages 77–88 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.2 Ö.Ç.3 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.1 Ö.Ç.1
7.Week	*Creating Value for the Customer and Being Customer-Oriented			*Students are expected to study pages 89–105 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.2 Ö.Ç.3 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.1
9.Week	*Customer Acquisition			*Students are expected to study pages 106–121 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.1 Ö.Ç.3 Ö.Ç.1 Ö.Ç.3 Ö.Ç.1 Ö.Ç.1
10.Week	*Customer Retention Models and Programs			*Students are expected to study pages 122–144 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4 Ö.Ç.3 Ö.Ç.1 Ö.Ç.1
11.Week	*Problems Encountered in Customer Relationships and Their Solutions			*Students are expected to study pages 145–168 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.3 Ö.Ç.3 Ö.Ç.4 Ö.Ç.1 Ö.Ç.1
12.Week	*Complaint Management			*Students are expected to study pages 169–186 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4 Ö.Ç.1 Ö.Ç.1
13.Week	*Customer Complaints and Complaint Resolution			*Students are expected to study pages 187–197 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4 Ö.Ç.1 Ö.Ç.1
14.Week	*Practical Example of Handling a Customer Complaint			*Students are expected to study pages 198–205 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.3 Ö.Ç.4 Ö.Ç.3 Ö.Ç.4 Ö.Ç.1 Ö.Ç.1
15.Week	*Topic Review			*Students are expected to study pages 106–205 of the course notes.	*Lecture, Discussion, Q&A	Ö.Ç.3 Ö.Ç.4 Ö.Ç.3 Ö.Ç.4 Ö.Ç.1 Ö.Ç.2 Ö.Ç.1 Ö.Ç.1

Assesment Methods %

1 Ara Sınav : 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

Activities	Count	Time(Hour)	Sum of Workload
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. 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
L.O. 1	4	1	3	2	3	3	2	1	3	1	2	1	1	4
L.O. 2	4	1	4	3	4	3	2	1	2	1	3	1	2	5
L.O. 3	4	2	4	2	4	3	2	1	3	1	4	1	1	3
L.O. 4	4	1	3	3	3	5	4	2	4	2	2	2	2	3
Avarage	4.00	1.25	3.50	2.50	3.50	3.50	2.50	1.25	3.00	1.25	2.75	1.25	1.50	3.75

Ders/Program Çıktıları İlişkisi														
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	

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