

YUKSEK İHTİSAS UNIVERSITY

VOCATIONAL SCHOOL OF HEALTH SERVICES

Course Title	Course Code	Program	Course Level
Customer Relations Management	TDS-223	Medical Documentation and Secretarial	Associate

Term		Teaching /Demonstration methods and Credits							Local Credits	ECTS Credits
		Theoretical	Practical	Lab.	Project /Homework/ Field Work	Seminar/ Work Shop	Other			
Fall ()	Spring (X)	2	0	0	0	0	0	3	3	

Lecturer	Assistant Professor Alişan BALTACI
Language of the Course	Turkish
Type of Course	Compulsory (X) Elective ()
Prerequisites of the Course	No
Aim of the Course	Teaching principles of customer relations management and customer oriented philosophy
Content of the Course	<ul style="list-style-type: none"> • Basic notions, • Principles of CRM, • CRM process, • CRM strategies.
Learning Outcomes (LO)	Students will learn: 1.The importance of the customer relations management, 2.How to gain and keep customers; 3.How to measure the effectiveness of the customer relations management activities, 4.The relationship between organizational culture and customer relations philosophy.
Course format	Face to face
Recommended Reading / Resources	Odabaşı Y. 2015. Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi (CRM)
Practice / Training	-

	Week	Topics
Course Curriculum	Week-1	Basic Notions
	Week-2	Customer
	Week-3	Quality
	Week-4	Quality
	Week-5	Communication
	Week-6	Communication
	Week-7	Mid-Term Exam
	Week-8	Customer Service
	Week-9	Gaining Customers
	Week-10	Transforming Customers into Loyal Customers
	Week-11	Measuring the Effectiveness of the Customer Relations Management Activities
	Week-12	Organizational Culture and Customer Relations Management Philosophy
	Week-13	Organizational Culture and Customer Relations Management Philosophy
	Week-14	Course Repetition
	Week-15	Final Exam

	Percentage (%)
Mid-Term Exam	40
Quizes	
Homeworks/Term Papers	
Practical training	
Labs	
Projects/Field Works	
Seminars/Workshops	
Final Exam	60
Other	-
Total (%)	100

Program competencies (P) / Course Learning Outcomes (LO) Matrix				
	LO-1	LO-2	LO-3	LO-4
P1	X	X	X	X
P2				
P3	X	X	X	X
P4				
P5	X	X	X	X
P6	X	X	X	X
P7				
P8	X	X	X	X
P9				
P10				
P11	X	X	X	X
P12				