



Eskişehir Osmangazi University
Faculty of Tourism
Tourism Management Course Information Form

TERM	Fall
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COURSE CODE	271215027	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	3	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	
	II. Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Other (.....)		
FINAL EXAM			60

PREREQUISITE(S) (IF ANY)	
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COURSE CONTENT	Within the scope of this course, Customer Relationship Management and its applications in retail, marketing, sales and service fields are discussed.
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COURSE OBJECTIVES	The aim of this course is; Learning how to benefit from Customer Relationship Management in the process of creating a successful retail brand by using existing and easily accessible opportunities with a customer-oriented approach.
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CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	
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COURSE OUTCOMES	<ul style="list-style-type: none">● To learn the basic concepts related to Customer Relationship Management,● To be informed about CRM practices in organizations,● To understand CRM planning, implementation and information processing systems,● To direct students to think about the effective use of CRM applications in business environments,● To have information about current CRM practices of businesses.
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TEXTBOOK(S)	"Customer Relationship Management (CRM) in Sales and Marketing", Prof. Dr. Yavuz Odabaşı, Aura Books -
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SUPPORTIVE RESOURCES	
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EQUIPMENTS REQUIRED	
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COURSE OUTLINE

WEEK	SUBJECTS / TOPICS
1	Customer Relationship Management: Definition, Scope, Importance;
2	Customer Relationship Management: Definition, Scope, Importance;
3	Communication with Customers and Its Aspects
4	Customer Loyalty and Quality in Services
5	Customer Loyalty and Quality in Services
6	Strategic Approach in Customer Relations Planning and Implementation Process of Customer Relations
7	Midterm exam
8	Strategic Approach in Customer Relations Planning and Implementation Process of Customer Relations
9	Organizational Culture and Customer Relations;
10	Organizational Culture and Customer Relations;
11	Customer Relationship Management Applications
12	Customer Relationship Management Applications
13	Problems and Solutions Encountered in Customer Relations
14	Final exam

No.	OUTCOMES	3	2	1
1	Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts.			X
2	Have knowledge about nutrition principles and food science.		X	
3	Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level.			X
4	Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills.			X
5	Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy.			X
6	Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills.			X
7	Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior.			X
8	Uses both basic and field-related information and communication technologies and software at an advanced level.			X
9	Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics.			X
10	Have knowledge about national and international cuisines and apply them.			X
11	Knows and applies food and beverage cost control, menu planning and pricing.			X
12	Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes.			X
13	Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work.			X
14	Knows and applies classical and modern production techniques in the field of food and beverage.			X
15	Evaluates food and dishes within the framework of history, geography, culture and nutritional sciences.			X
1:Never. 2:Few. 3:Many.				

Instructor Name: