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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Müşteri İlişkileri Yönetimi** | |  | 1 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrenciye bu ders, müşteri kavramı, özelliği ve sınıflandırmasıyla, müşteri açısından, pazarlama anlayışındaki değişmeleri, ilişkisel pazarlama stratejileri, müşteri ilişkilerinde başarısızlık nedenleri, başarı koşulları, toplam kalite yönetiminin ana unsurlarından biri olan müşteri memnuniyeti ilkesinin öneminin kavranması ve müşteri memnuniyetinin arttırılması yöntemlerini öğrenilmesini sağlama, müşteriyi kazanma ve tutmayı kavrama gibi konuları öğretmeyi amaçlamaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu Dersin Sonunda Öğrenci;  1.Müşteri tiplerini tanır.  2.Müşteri randevu ve kabul programı yapar.  3.Müşteri memnuniyetini ve sadakatini artırmak gibi yeterlikler kazanır.  4.Müşteri şikayetlerini dinleme, analiz etme ve çözüme kavuşturma becerisi kazanır. | | | | | | | Dersin İçeriği | Müşteri ilişkileri kavramı ve özellikleri, müşteri davranışları ve müşteri memnuniyeti, örgütsel kültür ve değişim, müşteri memnuniyeti odaklı kültürün oluşturulması, kültür değişimindeki engeller, müşteri odaklı değişim yönetimi, müşteri için değer yaratma, müşterilerle iletişim, müşteri hizmeti, müşteri memnuniyeti, müşteri sadakati, müşterilerle ilişkilerde çözüm önerileri. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Müşteri İlişkileri Kavramı ve Özellikleri | | | | | | | 2 | Müşteri Davranışları ve Müşteri Memnuniyeti | | | | | | | 3 | Örgütsel Kültür ve Değişim | | | | | | | 4 | Müşteri Memnuniyeti Odaklı Kültürün Oluşturulması | | | | | | | 5 | Kültür Değişimindeki Engeller | | | | | | | 6 | Müşteri Odaklı Değişim Yönetimi | | | | | | | 7 | Satış ve Pazarlamada Toplam Kalite Yönetimi. Müşteriyi Kazanma ve Tutma | | | | | | | 8 | Müşteri İçin Değer Yaratma | | | | | | | 9 | Müşterilerle İletişim, İletişim Modeli ve Ögeleri. | | | | | | | 10 | Müşterilerle İletişim Biçimleri | | | | | | | 11 | Müşteri Hizmeti, Hizmet Kalitesi ve Sistemi | | | | | | | 12 | Müşteri Memnuniyeti ve Ölçme Süreçleri | | | | | | | 13 | Müşteri Sadakati ve Programları | | | | | | | 14 | Müşteri İlişkilerinde Temel Ahlaki Sorunlar ve Çözüm Önerileri | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Odabaşı, Y. Satışta ve Pazarlamada Müşteri İlişkileri Yönetimi (CRM) Sistem Yayıncılık, 2009.  Aktepe, C., M.Baş, M. Tolon; Müşteri İlişkileri Yönetimi, Detay Yayıncılık, 2009. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | | |  | **PÇ1** | **PÇ2** | | **PÇ3** | **PÇ4** | | **PÇ5** | **PÇ6** | | **PÇ7** | **PÇ8** | | **PÇ9** | **PÇ10** | | **PÇ11** | **PÇ12** | | **ÖÇ1** | - | 3 | | 3 | - | | 4 | 5 | | - | 3 | | 2 | - | | - | - | | **ÖÇ2** | - | 3 | | 3 | - | | 4 | 5 | | - | 3 | | 2 | - | | - | - | | **ÖÇ3** | - | 3 | | 3 | - | | 4 | 5 | | - | 3 | | 2 | - | | - | - | | **ÖÇ4** | - | 3 | | 3 | - | | 4 | 5 | | - | 3 | | 2 | - | | - | - | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | **PÇ12** | | **Müşteri İlişkileri Yönetimi** | - | 3 | 3 | - | 4 | 5 | - | 3 | 2 | - | - | - | |