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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Müşteri İlişkileri Yönetimi** | |  | 2 | 3+0 | 3 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Teorik bilgiler ve uygulama örnekleri çerçevesinde öğrencilerin özel sektörde geçerli olan müşteri ilişkileri yönetimi temel ilkeleri ve sorun çözme yöntemlerini kavramalarını sağlamak | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1-Müşteri ilişkileri yönetiminin önemini ve ilgili kavramları açıklar  2-Müşteri ilişkilerinde müşteri memnuniyeti, sadakati ve kalite kavramlarının yerini açıklar  3-Müşterilerle işletme arasında işler her zaman planlandığı gibi gitmediği sorunlu zamanlarda sorunların çözümünde neler yapilabileceğine yönelik bir iç görüye sahip olur | | | | | | | Dersin İçeriği | Müşteri ilişkileri yönetimi süreçleri, müşteri memnuniyeti, müşteri sadakatı, müşteri deneyimi, | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Tüketici Hakları Kanunu | | | | | | | 2 | Tüketici Hakları Kanunu | | | | | | | 3 | Pazarlama Anlayışları | | | | | | | 4 | Müşteri Ilişkileri Yönetimi | | | | | | | 5 | Müşteri Memnuniyeti | | | | | | | 6 | Müşteri Memnuniyeti | | | | | | | 7 | Müşteri Sadakati | | | | | | | 8 | Müşteri Sadakati | | | | | | | 9 | Değer Kavramı ve Müşteri Ilişkileri Yönetiminde Önemi | | | | | | | 10 | Değer Kavramı ve Müşteri Ilişkileri Yönetiminde Önemi | | | | | | | 11 | Müşteri Deneyimi | | | | | | | 12 | Müşteri Deneyimi | | | | | | | 13 | Kurum Itibarı ve Önemi | | | | | | | 14 | Kurum Itibarı ve Önemi | | | | | | | 15 | Müşteri Veri Tabanı ve Ölçümü | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Gültekin, B., Kement, Ü. (2018). *Müşteri ilişkileri yönetimi-temel kavramlar ve uygulamalar*, Nobel Akademi Yayınları, Ankara. | | **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** | | **ÖÇ1** | 5 | | 5 | 5 | | 5 | 4 | | 4 | 5 | | - | 5 | | - | - | | **ÖÇ2** | 5 | | 5 | 5 | | 5 | 4 | | 4 | 5 | | - | 5 | | - | - | | **ÖÇ3** | 5 | | 5 | 5 | | 5 | 4 | | 4 | 5 | | - | 5 | | - | - | | **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** | | Müşteri İlişkileri Yönetimi | 5 | 5 | 5 | 5 | 4 | 4 | 5 | - |  | - | - | |