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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Müşteri İlişkileri Yönetimi** | |  | 2 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | 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 | Tüketici Hakları Kanunu, müşteri memnuniyeti ve sadakati, müşteri değeri ve 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 | 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 İlişileri 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** | | **ÖÇ1** | 5 | | 2 | 5 | - | | - | | - | 5 | - | | 4 | | 5 | | **ÖÇ2** | 5 | | 2 | 5 | - | | - | | - | 5 | - | | 4 | | 5 | | **ÖÇ3** | 5 | | 2 | 5 | - | | - | | - | 5 | - | | 4 | | 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** | | Müşteri İlişkileri Yönetimi | 5 | 2 | 5 | - | - | - | 5 | - | 4 | 5 | |