

## 南台科技大學 98 學年度第 2 期課程資訊

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| 課程名稱   | 服務行銷專題  |
| 課程編碼   | 7ZM02401  |
| 系所代碼   | 07  |
| 開課班級   | 碩企管國際一甲 碩企管國際二甲   |
| 開課教師   | 林育理   |
| 學分     | 3.0   |
| 時數     | 3   |
| 上課節次地點 | 一 2 3 4 教室 S303   |
| 必選修    | 選修  |
| 課程概述   | The primary purpose of this course is to provide marketers with a framework for effectively growing, managing and marketing service companies, including the policies, strategies and processes for marketing in a service organization. A secondary purpose is   |
| 課程目標   | <ol style="list-style-type: none"> <li>1. To stimulate students' interest and curiosity about services marketing</li> <li>2. To familiarize students with key concepts and principles of services marketing</li> <li>3. To serve a foundation for future services marketing study</li> </ol>  |
| 課程大綱   | <p><b>Practical Orientation</b><br/>Students will learn about and apply tools for effective services marketing. The class will take a marketing research, decision-making approach and emphasize learning by doing through practical application of the theory. It will blend first-hand experiences from practicing services marketers along with traditional case studies, textbook and reference material.</p> <p><b>Multiple Industries</b><br/>This course will cover both business-to-business services and consumer-based services -- including recent case experiences from travel, automotive repair, telecommunications, banking, health care, management consulting, etc. – emphasizing the differences where appropriate.</p> <p><b>Cross-Functional Perspective</b><br/>Throughout this course, students will be exposed to the critical need for services marketers to influence the quality, delivery, sales, people development and customer satisfaction efforts in order to develop integrated marketing strategies for their organizations.</p> <p>Class schedule will to be distributed at the first class.</p> |

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| 英文大綱   | <p><b>Practical Orientation</b><br/>Students will learn about and apply tools for effective services marketing. The class will take a marketing research, decision-making approach and emphasize learning by doing through practical application of the theory. It will blend first-hand experiences from practicing services marketers along with traditional case studies, textbook and reference material.</p> <p><b>Multiple Industries</b><br/>This course will cover both business-to-business services and consumer-based services -- including recent case experiences from travel, automotive repair, telecommunications, banking, health care, management consulting, etc. – emphasizing the differences where appropriate.</p> <p><b>Cross-Functional Perspective</b><br/>Throughout this course, students will be exposed to the critical need for services marketers to influence the quality, delivery, sales, people development and customer satisfaction efforts in order to develop integrated marketing strategies for their organizations.</p> <p>Class schedule will to be distributed at the first class.</p> |
| 教學方式   | 課堂教授,口頭報告,  |
| 評量方法   | 自行設計測驗,實作評量,  |
| 指定用書   | Services Marketing: Integrating Customer Focus Across the Firm, 4th Edition   |
| 參考書籍   |   |
| 先修科目   |   |
| 教學資源   |   |
| 注意事項   |   |
| 全程外語授課 | 1   |
| 授課語言 1 | 英語  |
| 授課語言 2 |   |
| 輔導考照 1 |   |
| 輔導考照 2 |   |