

南台科技大學 102 學年度第 2 學期課程資訊

課程名稱	顧客關係管理專題
課程編碼	N0M00T01
系所代碼	0N
開課班級	碩商管國際二甲
開課教師	黃盈裕
學分	3.0
時數	3
上課節次地點	四 6 7 8 教室 E0604
必選修	選修
課程概述	This subject is intended to provide students with an understanding of Customer Relationship Management (CRM) and its application in marketing and sales. We use textbook、journal papers and case studies to do the assignment and discussion.
課程目標	We hope students can understand the concept and development of CRM、Data, Information and Technology of CRM, and how to build up a good customer relationship management. Final, let students can to evaluation on CRM performance.
課程大綱	一、CRM 的理論與發展 二、CRM 資料、資訊與科技 三、CRM 對銷售與行銷策略的影響 四、CRM 評估
英文大綱	1.The Concept and Development of CRM 2.Data, Information and Technology of CRM 3.The impact of CRM on Selling and Marketing Strategy 4.Evaluation on CRM Performance
教學方式	
評量方法	
指定用書	Customer Relationship Management
參考書籍	
先修科目	
教學資源	
注意事項	B. Presentation and critique of journal articles: occupies about one half semester. C. Group (分組): several students to form a group (To be determined)
全程外語授課	1
授課語言 1	英語
授課語言 2	
輔導考照 1	

