

南臺科技大學 107 學年度第 2 學期課程資訊

課程代碼	N0M00T01
課程中文名稱	顧客關係管理專題
課程英文名稱	Seminar on Customer Relationship Management
學分數	3.0
必選修	選修
開課班級	碩商管國際二甲
任課教師	黃盈裕
上課教室(時間)	週四第 2 節(E0604) 週四第 3 節(E0604) 週四第 4 節(E0604)
課程時數	3
實習時數	0
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	
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.
先修科目或預備能力	
課程學習目標與核心能力之對應	
中文課程大綱	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/日文課程大綱	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
課程進度表	A. Textbook lecturing: occupies about one half semester 1. Chapter 1: Introduction to Customer Relationship Management 2. Chapter 2: Understanding relationships 3. Chapter 3: Managing the customer life cycle: customer acquisition 4. Chapter 4: Managing the customer life cycle: customer retention and development

	<p>5. Chapter 5: Customer portfolio management</p> <p>6. Chapter 6: How to deliver customer-experienced value</p> <p>7. Chapter 7: Managing customer experience</p> <p>8. Chapter 8: Sales force automation</p> <p>9. Chapter 9: Marketing automation</p> <p>10. Chapter 10: Service automation</p> <p>11. Chapter 11: Developing and managing customer-related databases</p> <p>12. Chapter 12: Using customer-related data</p> <p>13. Chapter 13: Planning to succeed</p> <p>14. Chapter 14: Implementing CRM</p> <p>15. Chapter 15: The future</p>
教學方式與評量方法	
指定用書	<p>書名：Customer Relationship Management: Concepts and Technologies</p> <p>作者：Francis Buttle and Stan Maklan</p> <p>書局：Routledge, 滄海圖書</p> <p>年份：2015</p> <p>ISBN：978-1-138-78983-8</p> <p>版本：3rd</p>
參考書籍	
教學軟體	
課程規範	<p>B. Presentation and critique of journal articles: occupies about one half semester.</p> <p>C. Group (分組) : several students to form a group (To be determined)</p> <p>The grading of Presentation 1 and Critique 1, 2 will be the same for each member in the same group, but for those who are absent, the grading will not be the same.</p>