朝陽科技大學 097學年度第1學期教學大綱
Customer Relationship Management 顧客關係管理

當期課號	1550	Course Number	1550
授課教師	徐淑麗	Instructor	HSU,SHU LI
中文課名	顧客關係管理	Course Name	Customer Relationship Management
開課單位	休閒事業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要目的是了解企業應該如何與顧客之互動，方能獲得顧客的滿意及忠誠回應而產生終身價值，進而提昇企業獲利。企業欲與顧客有效互動，需要有良好的目標、流程、工具及服務介面等元件，本課程探討企業如何有效規劃及設計這些元件，以便做好顧客關係管理(CRM)。(本課程屬於就業學程之科目，課程目標包含提昇同學就業能力)。	Objectives	The purpose of this cause is to understand how the business interact with their customers. The effectiveness of customer interaction can make the customer satisfied and loyal, and established life cycle relationship with the business. The components of customer relationship management(CRM) include objective, service, tools, and, service encounter. The planning and design of these components will be discussed in our course.
教材	1.採互動式教學。2.藉由投影片與光碟解說。3.配合教材進度帶入實際案例解說。4.戶外教學觀摩業界運作過程。 華立圖書公司出版 王人國 編著	Teaching Materials	Case study and Discussion Topic Lecturing Oral approach
成績評量方式	期中考:30%,期末考:40%,平常成績30%:學習精神	Grading	Mid terms: 30 % Final: 40 % Quiz: 30 % (participate; Discussion; response; attend)
教師網頁			
教學內容	1.瞭解企業的經營目的及如何達成企業目地與目標2.瞭解市場定位，提供相對應的優質服務;3.瞭解顧客決策模式及決策要因,提供滿意服務;4.瞭解優質服務工作者應具備的基本服務理念及心態;5.瞭解能建立良好顧客關係的步驟及方法;6.瞭解顧客的滿意行爲, 作爲提升服務品質的依據	Syllabus	Definition and Issues of the Nature of Customer relationship management; -Understanding customer differences; -Information Technology and collecting customer data; The CRM DATA Warehouse; -Customer Loyalty, Customer retention strategies. -Measuring customer satisfaction and loyalty -Issues for Implementing CRM System.

尊重智慧財產權，請勿非法影印。