

朝陽科技大學 097學年度第1學期教學大綱
Service Industry Management 服務業管理

當期課號	3297	Course Number	3297
授課教師	黃明弘	Instructor	HWANG, MING HON
中文課名	服務業管理	Course Name	Service Industry Management
開課單位	行銷與流通管理系(四進)一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程針對服務業管理作深入的探討。研究服務業管理之相關主題，如顧客需求與滿意、成功企業之組織文化、人力資源管理、行銷管理、服務品質管理、資訊科技於服務業的應用等。藉由此課程的學習可建立學生對於服務業之正確觀念與提升學生解決服務業相關問題之能力。	Objectives	The objective of this course is to study the service industry management, including following related topics, customer demand and satisfaction, organization culture of successful business, human resource management, marketing management, service quality management, information technology on service industry application and so on. The student will build the corrective concepts of service industry and increase their ability to solve the problems in service industry by this course learning.
教材	教科書：丘宏昌、謝依靜，「服務行銷與管理」，雙葉書廊（Tel: 02-2368-4198），台北，民國96出版。	Teaching Materials	Textbook: Hung-Chang Chiu and Yi-Ching Hsieh (2007), Services Marketing and Management, Yeh Yeh Book Gallery (Tel: 02-2368-4198), Taipei, Taiwan.
成績評量方式	平時上課參與成績（出席率、課堂表現）10%;個案報告一 20%;個案報告二 30%; 期末考試40%	Grading	class participation 10% final exam.40% report1 20% report1 30%
教師網頁	-		
教學內容	本課程主要分成四大部分進行探討，分別是服務背景面、服務供給面、服務需求面、以及服務行銷組合面四大部分。1.服務背景面，此部分主要介紹服務行銷的背景、重要性與服務特性，內容集中在第一章「服務特性與分類」；2.服務供給面，主要探討企業該如何制訂周全的計畫，善用網際網路，以及設計良好的供需平衡系統。內容包括第二章「如何善用網際網路提供服務」、第三章「服務策略與競爭優勢」、以及第四章「服務供需平衡與等候管理」；3.服務需求面，此部分探討顧客在忠誠度以及服務行為上的議題。內容包括第五章「顧客需求與行為」、第六章「服務品質管理」、第七章「顧客關係管理」、第八章「顧客抱怨、服務補救與服務保證」；4.服務行銷組合面，此部分對應的是行銷的4P策略。內容包括第九章的「服務環境與顧客體驗價值」、第十章「服務創新策略」、第十一章「服務定價策略」、第十二章的「服務溝通策略」	Syllabus	This course is divided into four parts. These are service characteristics/ contexts, service supply side issues, service demand side issues, and service marketing mix issues. In the section of service characteristics/contexts, this course introduces "the importance and characteristics of services (ch1)". In the section of service supply side issues, this course introduces "Internet applications in services (ch2)," "service marketing strategies and competitive advantage (ch3)," and "service demand and capacity (ch4)." In service demand side issues, this course introduces "understanding customer behavior (ch5)," "service quality management (ch6)," "customer relationship management (ch7)," and "service failure and recovery (ch8)." In service marketing mix issues, this course introduces "service environment and experiential marketing (ch9)," "service innovation (ch10)," "service pricing (ch11)," and "service marketing communications (ch12)".

尊重智慧財產權，請勿非法影印。