

朝陽科技大學 098學年度第1學期教學大綱
Service Industry Management 服務業管理

當期課號	3276	Course Number	3276
授課教師	李冠穎	Instructor	LEE,KUAN YIN
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B	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	曾光華,服務業行銷,台北：前程,民98；Chrisopher Lovelock and Jochen Wirtz(2006) Service marketing: people, technology, strategy, 6th, Pearson Custom Publishing.；Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler (2006) service marketing integrating customer focus across the firm, 4th, McGraw Hill Higher Education .	Teaching Materials	曾光華,服務業行銷,台北：前程,民98；Chrisopher Lovelock and Jochen Wirtz(2006) Service marketing: people, technology, strategy, 6th, Pearson Custom Publishing.；Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler (2006) service marketing integrating customer focus across the firm, 4th, McGraw Hill Higher Education .
成績評量方式	期中考 25.0% 期末考 25.0% 個案討論30.0% 出缺席20.0%	Grading	Midterm exam 25.0% Final exam 25.0% Case discussion 30.0% Absence from class 20.0%
教師網頁	-		
教學內容	課程介紹 1服務業的重要性與環境因素 2服務的特性與類型 3顧客知覺價值、服務品質、顧客滿意度 4服務業消費者行爲 5顧客關係與顧客忠誠度 6顧客體驗與體驗行銷 期中考 7服務的組成、定位與創新 8服務實體環境 9服務人員 10服務流程與供需管理 11服務業定價 12服務業推廣與溝通 13服務業通路	Syllabus	introduction 1Importance and Environmental Factors of Services 2Characteristics and Classification of Services 3Customer Perceived Value, Service Quality, and Customer Satisfaction 4Service Customer Behavior 5Customer Relationship and Customer Loyalty 6Customer Experiences and Experiential Marketing 期中考 7Service Structure, Positioning, and Innovation 8Service Physical Environment 9Service Personnel 10Service Process and Supply-Demand Management 11Pricing for Services 12Promotion and Communication of Services 13Service Channels