朝陽科技大學 099學年度第1學期教學大綱
Customer Relationship Management 顧客關係管理

當期課號	1467	**Course Number**	1467
授課教師	陳文國	**Instructor**	CHEN,WEN KUO
中文課名	顧客關係管理	**Course Name**	Customer Relationship Management
開課單位	行銷與流通管理系(四日)三A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	本課程的目的在介紹顧客關係管理的概念、方法與系統。本門課於課程結束後期望學生具備顧客關係管理的知識與相關資料庫行銷的技術。具體而言，本課程的目標有： 1. 讓學生了解CRM在現在商業環境扮演的角色 2. 讓學生了解CRM的技術以幫助公司提升顧客價值 3. 讓學生了解CRM的科技以增加顧客價值與提升管理回應 4. 讓學生了解CRM系統以管理顧客的歷程檔案	**Objectives**	The objective of this course is to introduce the concepts and methods of customer relationship management. Upon completing this course, students should have knowledge of CRM and related database marketing techniques. Specific course objectives are to: 1. To understand the role that CRM plays in modern managerial decision making. 2. To learn techniques that can be used to increase the value of customers to the company. 3. To learn what technologies exist for increasing customer value and aiding managerial response. 4. To learn CRM systems that manages customers' profiles.
教材	1. 選書中，尚未決定 2. 鼎新CRM系統手冊	**Teaching Materials**	1. 選書中，尚未決定 2. the CRM manual from DSC Corp.
成績評量方式	1. 出席率 10% 2. 上課互動 10% 3. 期中考 30% 4. 期末報告 50%	**Grading**	1. Attendance 2. Participation and Discussion 3. Mid-exam 4. Final Group Project
教師網頁			
教學內容	本課程希望提供學生對於顧客關係管理的了解，以及CRM在行銷和銷售上的應用。此課程也將努力介紹CRM如何整合企業流程和顧客策略，以便能建立顧客忠誠度並增加利潤	**Syllabus**	This course is intended to provide students with an understanding of Customer Relationship Management (CRM) and its application in marketing and sales. Throughout, this course strives to show how CRM aligns business processes with customer strategies in an effort to build customer loyalty and increase profits.

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