

朝陽科技大學 099學年度第1學期教學大綱
Service Industry Management 服務業管理

當期課號	3250	Course Number	3250
授課教師	劉素娟	Instructor	LIU,SU CHUAN
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，服務業行銷與管理：品質提昇與價值創造，二版，前程文化事業，2009年7月。 參考書籍 1. Lovelock, Christopher and Jochen Wirtz (2007), Services Marketing: People, Technology, Strategy, 6th. ed., Upper Saddle River, NJ: Pearson Prentice Hall. 2. Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler (2009), Services Marketing: Integrating Customer Focus Across the Firm, 5th. ed., Boston, MA: McGraw-Hill/Irwin.	Teaching Materials	曾光華，服務業行銷與管理：品質提昇與價值創造，二版，前程文化事業，2009年7月。 參考書籍 1. Lovelock, Christopher and Jochen Wirtz (2007), Services Marketing: People, Technology, Strategy, 6th. ed., Upper Saddle River, NJ: Pearson Prentice Hall. 2. Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler (2009), Services Marketing: Integrating Customer Focus Across the Firm, 5th. ed., Boston, MA: McGraw-Hill/Irwin.
成績評量方式	行銷企劃報告 40% 課堂參與與表現 30% 期中考、期末考 30%	Grading	Reports and Presentation 40% Particpance and Performance 30% Examination 30%
教師網頁	-		
教學內容	W1-課程介紹 W2-CH1 服務業的重要性與發展 W3-CH2 服務的意義、特性與類型 W4-CH3 服務業消費者行爲 W5-CH4 顧客知覺價值、服務品質與顧客滿意度 W6-CH5 顧客關係、缺失補救與顧客忠誠度 W7-CH6 顧客體驗與體驗行銷 W8-CH7 服務的目標市場行銷、定位與創新 W9-期中考 W10-CH8 服務實體環境 W11-CH9 服務人員與內部行銷 W12-CH10 服務流程與供需管理 W13-CH11 服務業的定價 W14-CH12 服務業的推廣與溝通 W15-CH13 服務業的通路 W16-CH14 服務業的領導、組織文化與人文色彩 W17 CH15 科技應用 W18-期末考	Syllabus	W1-Introduction W2-CH1 Importance and Development of Services W3-CH2 Meaning, Characteristics and Classification of Services W4-CH3 Service Customer Behavior W5-CH4 Customer Perceived Value, Service Quality, and Customer Satisfaction W6-CH5 Customer Relationship, Service Recovery and Customer Loyalty W7-CH6 Customer Experiences and Experiential Marketing W8-CH7 Target Marketing, Positioning and Innovation of Service W9-Middle Examination W10-CH8 Service Physical Environment W11-CH9 Service Personnel and Internal Marketing W12-CH10 Service Process and Supply-Demand Management

		W13-CH11 Pricing for Services W14-CH12 Promotion and Communication of Services W15-CH13 Service Channels W16-CH14 Leadership, Organizational Culture and Humanistic of Service W17-CH15 Technology Application of Service W18-Final Examination
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尊重智慧財產權，請勿非法影印。