


**國立東華大學**  
**教學計劃表 Syllabus**

|  |   |                             |                                 |   |        |
|--|---|-----------------------------|---------------------------------|---|--------|
| 課程名稱(中文)<br>Course Name in Chinese   | 顧客關係管理  |                             | 學年/學期<br>Academic Year/Semester | 112/1   |        |
| 課程名稱(英文)<br>Course Name in English   | Customer Relationship Management  |                             |                                 |   |        |
| 科目代碼<br>Course Code  | IM_41500  | 系級<br>Department & Year     | 學二                              | 開課單位<br>Course-Offering Department  | 資訊管理學系 |
| 修別<br>Type   | 學程 Program  | 學分數/時間<br>Credit(s)/Hour(s) | 3.0/3.0                         |   |        |
| 授課教師<br>Instructor   | /吳怡菱  |                             |                                 |   |        |
| 先修課程<br>Prerequisite   |   |                             |                                 |   |        |
| 課程描述 Course Description  |   |                             |                                 |   |        |
| This course explores how to build the system by customer relationships, helping enterprises better understand customers correctly, seek the best customers, sustain excellent customer, using a minimum of resources to achieve the best quality and most efficient service. |   |                             |                                 |   |        |
| 課程目標 Course Objectives   |   |                             |                                 |   |        |
| 學習如何由顧客價值分析來進行公司內部資源配置及顧客關係管理資訊系統建置。   |   |                             |                                 |   |        |
| 系專業能力<br>Basic Learning Outcomes   |   |                             |                                 | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |        |
| A  | 具備資訊管理基礎與跨學域的應用能力。Cultivate the personnel with the capability of basic and interdisciplinary information management                             |                             |                                 | ●   |        |
| B  | 具備以資訊科技為核心，擁有高度專業技術與國際視野之能力。Cultivate professional personnel with international perspective and the capability of using information technology  |                             |                                 | ○   |        |
| C  | 具備資訊管理創新、研發、企劃之資訊管理人才之整合能力。Cultivate senior personnel with the capability of innovation, research and development and integrated planning       |                             |                                 | ●   |        |
| D  | 具備企業資訊化的能力。Cultivate the personnel with the capability of computerization of enterprises  |                             |                                 | ●   |        |
| E  | 具備業界多媒體應用、網站經營以及資訊行銷所需之能力。Cultivate the personnel with the capability of multimedia applications, website operations, and information marketing |                             |                                 | ○   |        |
| F  | 具備認知新興資訊產業發展所需之能力。Cultivate the personnel with the capability for the emerging information industry   |                             |                                 | ●   |        |
| 圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated  |   |                             |                                 |   |        |
| 授課進度表 Teaching Schedule & Content  |   |                             |                                 |   |        |
| 週次 Week  | 內容 Subject/Topics   |                             |                                 | 備註 Remarks  |        |
| 1  | Course Introduction   |                             |                                 |   |        |
| 2  | Introduction to CRM   |                             |                                 |   |        |
| 3  | Social CRM  |                             |                                 |   |        |
| 4  | Models of CRM   |                             |                                 |   |        |

|    |                                     |  |
|----|-------------------------------------|--|
| 5  | Understanding relationship          |  |
| 6  | Customer lifetime value             |  |
| 7  | Relationship management and loyalty |  |
| 8  | Customer lifecycle and new customer |  |
| 9  | 期中考試週 Midterm Exam                  |  |
| 10 | Customer acquisition source         |  |
| 11 | Customer acquisition strategies     |  |
| 12 | Customer retention                  |  |
| 13 | Customer development                |  |
| 14 | Customer portfolio management       |  |
| 15 | Term Project Presentation           |  |
| 16 | Term Project Presentation           |  |
| 17 | Free Discussion                     |  |
| 18 | 期末考試週 Final Exam                    |  |

教學策略 Teaching Strategies

- 課堂講授 Lecture                     
 分組討論 Group Discussion                     
 參觀實習 Field Trip  
 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL)                     
 團體合作學習 (TBL)                     
 解決導向學習 (SBL)  
 翻轉教室 Flipped Classroom                     
 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice                     
 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching                     
 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

\_\_\_\_\_

學期成績計算及多元評量方式 Grading & Assessments

| 配分項目<br>Items                       | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |    |
|-------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|----|
|                                     |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他 |
| 平時成績 General<br>Performance         | 20%                |                    |          | ✓        |          |          |          |          |    |
| 期中考成績 Midterm Exam                  | 20%                |                    |          | ✓        |          |          |          |          |    |
| 期末考成績 Final Exam                    | 20%                |                    |          | ✓        |          |          |          |          |    |
| 作業成績 Homework and/or<br>Assignments | 20%                |                    |          | ✓        |          |          |          |          |    |
| 其他 Miscellaneous<br>(_____)         | 20%                |                    |          | ✓        |          |          |          |          |    |

評量方式補充說明

Grading & Assessments Supplemental instructions

General Performance (20%): One Case presentation per group

Midterm Exam (20%): One note per individual

Final Exam (20%): One project presentation per group

Assignment (20%): At most, three question discussions in class every week

Miscellaneous (20%): One peer review at the end of this semester

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

1. Buttle, F., & Maklan, S. (2019). Customer relationship management: concepts and technologies.
2. Baran, R. J., & Galka, R. J. (2016). Customer Relationship Management: the foundation of contemporary marketing strategy. Taylor & Francis.
3. Alt, R., & Reinhold, O. (2016). Social customer relationship management. An Introduction to Social Media Marketing, 72-75.
4. Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018.
5. C Ho, R. (2020). Strategies and tools for managing connected consumers. IGI Global.

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

MS Teams: <https://reurl.cc/2LLYVX>

Code: 0heyftj

其他補充說明 (Supplemental instructions)