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## ②图 i 東華大學 教學計劃表 Syllabus

		教与	學計劃表	Syll	abus				
	名稱(中文) me in Chinese	顧客關係管理 學年/學期 Academic Year/Seme				ster 112/1			
	名稱(英文) ne in English	Customer Relationship Management							
	目代碼 rse Code	IM41500	資	資訊管理學系					
	修別 Type	學程 Program							
	課教師 tructor	/吳怡菱							
	先修課程 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 Cour	se Objecti	ives				
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。									
条專業能力 Basic Learning Outcomes							課程目標與系專業能 力相關性 Correlation between Course Objectives and Dept.'s Education Objectives		
具備資訊管理基礎與跨學域的應用能力。Cultivate the personnel with the capability of									
具備以 B person	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						0		
E 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							•		
1)   '	D 具備企業資訊化的能力。Cultivate the personnel with the capability of computerization of enterprises								
	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						0		
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 Teachin	g Schedule	e & Content				
週次Week		內容	f	備註Remarks					
1	1 Course Introduction								
2	2 Introduction to CRM								
3	3 Social CRM								

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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) ■ ■ 解決導向學習(SBL)							
■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■							
社會責任(Social Responsibility)							
│							
一 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	配分比例 Percentage	多元評量方式 Assessments							
Items		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General 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 Assignments	20%			~					
其他 Miscellaneous ()	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: Oheyftj

其他補充說明(Supplemental instructions)