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## ②國玄東華大學

## 教學計劃表 Syllabus

		教与	学計劃表 Syll	abus					
	名稱(中文) me in Chinese	顧客關係管理		學年/學期 Academic Year/Sem	ester 112/1				
	名稱(英文) me in English	Customer Relationship Management							
	-目代碼 rse Code	MSF_10390	管理科:	管理科學與財金國際學士 學位學程					
	修別 Type	學程 Program	0/3.0						
	課教師 tructor	/吳怡菱							
	.修課程 equisite								
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 Object	ives					
Help students to know about what is CRM? How does CRM implement? Why do firms need CRM? And the future of CRM.									
	Cor	程目標與系專業能 力相關性 relation between urse Objectives and Dept.'s Education Objectives							
A 能以數 Using		$\circ$							
R 具備則									
Equipp C 能善用									
Using information technology to analyze, integrate, and present data.  具備國際視野與專業外語能力。									
Equipped with a global vision and specialized foreign language proficiency.									
具備掌握財經時事議題及研判財經趨勢之能力。 E Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies						0			
F具備一般管理的基礎知識。Equipped with basic knowledge of management in general.						$\bigcirc$			
圖示說明I]	llustration :	● 高度相關 Hi	ighly correlated 〇中	度相關 Moderately	y corre	lated			
		授課進	度表 Teaching Schedul	e & Content	_				
週次Week		內容	Subject/Topics		備記				
1	Course Introduc	ction							
2 Introduction		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)                  解決導向學習(SBL)								
✓ 翻轉教室 Flipped Classroom								
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)