


**國立東華大學**  
**教學計劃表 Syllabus**

課程名稱(中文) Course Name in Chinese	顧客關係管理		學年/學期 Academic Year/Semester	112/1	
課程名稱(英文) Course Name in English	Customer Relationship Management				
科目代碼 Course Code	MSF_10390	系級 Department & Year	學四	開課單位 Course-Offering Department	管理科學與財金國際學士學位學程
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0		
授課教師 Instructor	/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 Course Objectives

Help students to know about what is CRM? How does CRM implement? Why do firms need CRM? And the future of CRM.

系專業能力

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

A	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.	○
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.	○
C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.	●
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.	●
E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies	○
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.	○

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:

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學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		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: 0heyftj

其他補充說明 (Supplemental instructions)