



課 綱 Course Outline  
國際企業學系學士班

中文課程名稱 Course Name in Chinese	顧客關係管理與行銷				
英文課程名稱 Course Name in English	Customer Relationship Management and Marketing				
科目代碼 Course Code	IB_32400	班 別 Degree	學士班 Bachelor's		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	無				
課程目標 Course Objectives					
顧客關係的管理與行銷，已成企業經營的重要課題，也是一種策略、業務流程與資訊技術整合運用的組織變革，使得顧客的個人化價值分析與拓展都可藉以實現，讓顧客成為企業創造價值的參與者。本課程從顧客關係的經營策略、技術與典範，探討顧客滿意度與忠誠度經營的相關議題。					
系教育目標 Dept.'s Education Objectives					
1	培養具國際企業知識之基礎管理人才。 Build a foundation of international business knowledge to prepare students for being managers.				
2	培養具創新思維與創業能力之基礎管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being managers.				
3	培養具服務業經營能力之基礎管理人才。 Create a managerial ability in Service industry for being managers				
4	培養在地經營理念之基礎管理人才。 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
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	具備國際企業管理之知識與能力。 Students will have basic knowledge of international business.				○

B	具備邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems with logical thinking.	●
C	具備溝通協調與團隊合作之能力。 Students will be able to demonstrate effective communication, coordination and teamwork skills.	○
D	具備國際觀及外語溝通之能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	
E	具備創新、創業之思維與能力 To build a the concept and ability for innovation and entrepreneurship	○
F	具備服務設計與產業分析之能力 Students will be able to demonstrate the basic abilities for service design and industry analysis	●
G	具備國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱  
Course Outline

1. 電子商務的發展
2. 電子商務經營的重要課題
3. 顧客關係的經營策略
4. 顧客關係的行銷
5. 顧客關係管理與資訊技術的整合
6. 顧客關係價值的保有與衡量
7. 典範案例探討

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

具企業管理與資訊管理專長之師資。

課程要求和教學方式之建議  
Course Requirements and Suggested Teaching Methods

課堂講授為主，專題研討為輔。

其他  
Miscellaneous

參考書目：  
Reynolds, J. (2002). A practical guide to CRM. Gilroy, CA: CMP Books.  
Egan, J. (2005). Relationship marketing: Exploring relational strategies in marketing. Upper Saddle River, NJ: Prentice Hall.