



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.