

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業行銷	Serial No. / ID	2766 / BAB3002
Dept.	企業管理學系	School System / Class	進修學士班3年1班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)BCD / B204	Language	Chinese

Introduction
This course will try to introduce the basic and important concept of service marketing to students. Text book and case studies will be the teaching instrument. Find out the problem then solve the problem and create the service marketing plan will be required in the class.

Outline
Weekly class as below: 1.Introduction, 2.Concept of service marketing 3.Types of Service marketing, 4.Customers perception of quality & Satisfaction, 5.Consumer behavior of service marketing. 6.Customer relationship & Loyalty. 7.Customer experience. 8.Case study. 9.Midterm EXAM 10.Service components, positioning & innovation. 11.Service people & environment, 12.Service procedure & supply/demand. 13.Video watch and case study,Service channel, 14.Service pricing & channel 15.Service promotion 16.Final presentation 17.Final presentation, 18.Final presentation

Prerequisite
Business (Mamagement), Marketing management