

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業行銷	Serial No. / ID	2767 / MTB3008
Dept.	行銷與流通管理學系	School System / Class	進修學士班4年1班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)BCD / B201	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
This course will reinforce the capability of intergration and innovation, also the ability of improving and diagnosis in service industry, connect with the strategic planning in order to satisfy the requirement of management school. Weekly class as below: 1.Introduction, 2.Types of Service marketing, 3.Customers perception of quality & Satisfaction, 4.Consumer behavior of service marketing. 5.Customer relationship & CRM, 6.Customer experience, 7.Midterm EXAM, 8.Positioning & innovation, 9.service procedure & supply/demand 10.Service segmentation, 11.Service Product policy and developmen, 12.Service channel, 13.Video watch and case study, 14.Service pricing, 15. Service promotion, 16.Service communication, 17.Final presentation, 18.Final presentation

Prerequisite
Business (Mamagement), Marketing management