

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業行銷	Serial No. / ID	2981 / GMN7006
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年9班
Lecturer	魏志雄	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)ABC / B101	Language	Chinese

Introduction
Understanding of service features, service gap model to master the content, and then

Outline
<p>First week: course descriptions, marking the second week: service quality gap model, the third week: services of consumer behavior, the fourth week of: customer service expectations, the fifth week: customer service awareness, the sixth week: listening to customers through research, customer relationship Zhou Jianli seventh, eighth week: service recovery, Week 9: Midterm Exam Week, the tenth week: service development and design, Week 11: Customer-defined service standards, the twelfth weeks: physical characterization and service facilities, Week 13: staff's role in service delivery, Week 14: the customer's role in service delivery, Week 15: to pass through intermediaries and electronic access services, Week 16: Managing demand and capacity, Week 17: service marketing communications and services, pricing, Week 18: Final Exam</p>

Prerequisite
basic management concept