

# 100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	顧客關係管理	Serial No. / ID	2667 / MTB2005
Dept.	行銷與流通管理學系	School System / Class	進修學士班4年1班
Lecturer	陳首全	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)BCD / B202	Language	Chinese

Introduction
Customer Relationship Management Framework and Process Practice

Outline
Customer Relationship Management Framework and Process Practice

Prerequisite
Management, Marketing