

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業行銷	Serial No. / ID	2549 / IBB1031
Dept.	國際企業管理學系	School System / Class	進修學士班4年1班
Lecturer	施倫閔	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)ABC / B401	Language	Chinese

Introduction
<p>The goal of this course is on services marketing issues, consumer behavior, including the service sector, the service concept model, the service competitive market positioning, service environment, process design, as well as continuing to improve the service quality of the key elements, hoping to make the students familiar with the services sector marketing management mode of operation.</p>

Outline
<ol style="list-style-type: none"> 1. Course Description 2. Marketing new point of view in the service economy. 3. Services contact consumer behavior 4. Development of service concepts: the core and subsidiary elements 5. Pass through entities with electronic pathway 6. Development mode of operation - pricing and revenue management 7 customer education and promotion of the value proposition Competitive market positioning service 9 Midterm 10. The design and management of service processes Balance demand with capacity 12 well-designed service environment 13 management personnel service advantages 14. Managing the customer relationships and build loyalty 15 Planning service recovery and build customer feedback 16 continued to improve the quality and productivity of services 17 Change Management and Service Leadership 18 Final Exam

Prerequisite
none