

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業管理	Serial No. / ID	1836 / TTG1008
Dept.	觀光旅遊學士學位學程	School System / Class	大學日間部2年1班
Lecturer	蔡孟娟	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)678 / M202C	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1.To develop an understanding of the "state of the art" of service management thinking. 2.Understand new service development from both a product and process perspective.

Outline
<ol style="list-style-type: none"> 1.The nature of services and service consumption 2.The service and relationship imperative 3.Managing customer relationships 4.Service and relationship quality 5.Quality management in service 6.Return on service and relationships 7.Managing the augmented service offering 8.Service management principles 9.Mid-term exam 10.Managing marketing or market-oriented management 11.Managing integrated marketing communication 12.Managing brand relationships and image 13.Customer focused organization 14.A prerequisite for successful customer management 15.Managing service culture 16.Transforming a manufacture firm into a service business 17.Conclusion 18. Final – term report

Prerequisite
No