

102-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 顧客關係管理 | Serial No. / ID | 3111 / TTG1016 |
| Dept. | 觀光旅遊學士學位學程 | School System / Class | 大學日間部2年1班 |
| Lecturer | 吳孟玲 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 2 | Graduate Class | No |
| Time / Place | (四)56 / B203 | Language | Chinese |

| Introduction |
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| 1. Learn how companies use customer information 2. Learn how companies keep a good relationship with customers |

| Outline |
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| 1. Nature of the relationship and relationship management 2. Marketing strategies 3. Relationship Marketing 4. Connotation of customer relationship management 5. Customer service quality and customer satisfaction 6. Customer loyalty and customer equity 7. Customer brand relationship management 8. Customer base brand equity |

| Prerequisite |
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| Management |