

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	顧客關係管理	Serial No. / ID	3112 / TTG1016
Dept.	觀光旅遊學士學位學程	School System / Class	大學日間部1年1班
Lecturer	李淑如	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	No
Time / Place	(四)12 / M202C	Language	Chinese

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

Outline
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
Management