

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	顧客關係管理	Serial No. / ID	2400 / BAB1015
Dept.	企業管理學系	School System / Class	進修學士班4年1班
Lecturer	陳錫評	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)ABC / B307	Language	Chinese

Introduction
<p>1.Makes the student to understand the maximization customer value and does have concentrates systematically the focal point on the essential customer body,accumulates individual exclusive knowledge,and full utilization.</p> <p>2.Provides complete and rich experience,enables the reader to appraise the customer value effectively reasonably,the strengthened enterprise profit.</p> <p>3.Makes the reader to understand that CRM to importance of the modern enterprise management,how is familiar maintains the good customer to relate,has the customer value,then create on enterprise competitive and benefit.</p>

Outline
<p>ch1 Customer relationship Management introduction</p> <p>ch2 Customer relationship Management Strategy Management</p> <p>ch3 Customer relationship Management of flow and key step</p> <p>ch4 Customer relationship Management system of establishment</p> <p>ch5 CRM the core subject and ERP/SCM and BI of apply the conformity</p> <p>ch6 Consomer behavior</p> <p>ch7 Marketing of the customer relationship</p> <p>ch8 Network Marketing,Electronic Businesses and customer relationship management</p> <p>ch9 Movement Businesses and customer relationship management</p> <p>ch10 Data warehouse and customer relationship management</p> <p>ch11 Data mining and customer relationship management</p> <p>ch12Customer satisfaction,service quality and self-service technologies</p> <p>ch13Brand and customer relationship management</p> <p>ch14Customer complain and customer loyalty management</p> <p>ch15Customer life cycle and customer value management</p>

Prerequisite
Marketing Management