

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務接觸管理	Serial No. / ID	1654 / RGR5114
Dept.	人力資源暨公共關係學系碩士	School System / Class	研究所碩士班1年1班
Lecturer	張景旭	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(二)234 / C506	Language	Chinese

Introduction
<p>(1)The course will lead student, from searching case, analyzing case data, simulating case data, and eventually make the youtube film of education and training in HRM.</p> <p>(2) From the perspective of organization image and organization communication, introduce varied topics related to the service encounter management.</p> <p>(3)From the perspective of experience economy and CEM, introduce the topics of service encounter management: the cluster of clues, four classifications theatre theory, service design of customization.</p> <p>(4) From the perspective of service marketing, introduce the topics of service encounter management: servicescape, impression management, self-assistance service, customer participation, perceived control theory, waiting time management, service recovery.</p>

Outline
Coming soon

Prerequisite
none