

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	服務業行銷	Serial No. / ID	1749 / BAM4057
Dept.	企業管理學系	School System / Class	大學第二部4年1班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)34 / B305 (四)3 / B307	Language	Chinese

Introduction
This course will try to introduce the basic and important concept of service marketing to students. Text book and case studies will be the teaching instrument. Find out the problem then solve the problem and create the service marketing plan will be required in the class.

Outline
Weekly class as below: 1.Introduction, 2.Types of Service marketing, 3.Customers perception of quality & Satisfaction, 4.Consumer behavior of service marketing. 5.Customer relationship & CRM, 6.Customer experience, 7.Midterm EXAM, 8.Positioning & innovation, 9.service procedure & supply/demand 10.Service segmentation, 11.Service Product policy and developmen, 12.Service channel, 13.Video watch and case study, 14.Service pricing, 15. Service promotion, 16.Service communication, 17.Final presentation, 18.Final presentation

Prerequisite
Business (Mamagement), Marketing management