

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	顧客關係管理	Serial No. / ID	1777 / IRM4114
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部4年1班
Lecturer	張景旭	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)56 / B307 (三)4 / B307	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)To introduce the theory of relationship marketing: the trend of relationship management, the economics of relationship</p> <p>(3)To introduce the theory of social psychology: cognitive dissonance,</p> <p>(4)To introduce the theory of CEM: customer experience clues, the cluster of clues, four classifications theatre theory</p> <p>(5)To introduce the theory of social capital: the function of weak social bond, interpersonal structural hole, the contextual theory of c r e a t e i v i t y</p>

Outline
coming soon

Prerequisite
none