

## 97-2 Preliminary Syllabus, Da-Yeh Univ

| Information       |               |                       |                |
|-------------------|---------------|-----------------------|----------------|
| Title             | 顧客關係管理        | Serial No. / ID       | 2137 / BSM4003 |
| Dept.             | 運動事業管理學系      | School System / Class | 大學日間部4年1班      |
| Lecturer          | 黃娟娟           | Full or Part-time     | 專任             |
| Required / Credit | Optinal / 3   | Graduate Class        | Yes            |
| Time / Place      | (六)789 / B501 | Language              | Chinese        |

### Introduction

CUSTOMER RELATIONSHIP MANAGEMENT

### Outline

CUSTOMER RELATIONSHIP MANAGEMENT

### Prerequisite

CUSTOMER RELATIONSHIP MANAGEMENT