

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	顧客關係管理	Serial No. / ID	2981 / MTB2005
Dept.	行銷與流通管理學系	School System / Class	進修學士班3年1班
Lecturer	黃惠琪	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(四)ABC / B409	Language	Chinese

Introduction
Customer Relationship Management Framework and Process Practice

Outline
Customer Relationship Management Framework and Process Practice

Prerequisite
Management, Marketing