

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	顧客關係管理	Serial No. / ID	0883 / 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)12 / B202 (三)3 / B202	Language	Chinese

Introduction
(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 (2)To introduce the theory of relationship marketing: the trend of relationship management, the economics of relationship (3)To introduce the theory of social psychology: cognitive dissonance, (4)To introduce the theory of CEM: customer experience clues, the cluster of clues, four classifications theatre theory (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

Outline
coming soon

Prerequisite
none