

97-2 大葉大學 完整版課綱 - 上課進度

上課進度		分配時數(%)				
週次	教學內容	講授	示範	習作	實驗	其他
1	The Nature of Customer Relationship Management	80				20
2	Understanding Customer Differences	80				20
3	Understanding Customer Differences	80				20
4	Information Technology and Collecting Customer Data	80				20
5	The CRM Data Warehouse	80				20
6	The CRM Data Warehouse	80				20
7	Customer Loyalty	80				20
8	Customer Loyalty	80				20
9	The Basics of Data Mining, Online Analytical Processing, and Information Presentation	80				20
10	The Basics of Data Mining, Online Analytical Processing, and Information Presentation	80				20
11	Measuring Customer Satisfaction and Loyalty	80				20
12	期中考					
13	資料庫行銷在B2C情境下的應用(Kumar and Reinartz)	80				20
14	資料庫行銷在B2C情境下的應用(Kumar and Reinartz)	80				20
15	專題報告及討論 (25 min per person)					100
16	專題報告及討論 (25 min per person)					100
17	專題報告及討論 (25 min per person)					100

