

Tamkang University Academic Year 102, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	HUANG, YUNG-KUEI
Course Class	TPVXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 4A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l t e a c h i n g o b j e c t i v e s			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	<p>This course provides students with a working knowledge of relevant concepts, principles, and practices of customer relationship management that will aid in customer acquisition, development and retention. The course is not designed to have students achieve technical skill levels in design, operation or utilization of CRM systems. Through various case studies, students will learn real life implementation issues associated with CRM initiatives in the hospitality and tourism industry.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	to understand concepts, strategic meanings, practices and analytical tools of customer relationship management	C2	BCD
2	to apply learned tools to the analysis and evaluations of CRM strategies and initiatives in real business contexts	C4	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to understand concepts, strategic meanings, practices and analytical tools of customer relationship management	Lecture, Discussion	Written test, Report, Participation
2	to apply learned tools to the analysis and evaluations of CRM strategies and initiatives in real business contexts	Lecture, Discussion, Problem solving	Written test, Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	102/09/16~ 102/09/22	Setting the Tone	
2	102/09/23~ 102/09/29	Defining CRM; Customer Satisfaction and Loyalty	Assigning cases and teams
3	102/09/30~ 102/10/06	Relationship Marketing; CRM Strategy	
4	102/10/07~ 102/10/13	CRM Process	
5	102/10/14~ 102/10/20	HBS Case - Best Buy; Customer Analytics	
6	102/10/21~ 102/10/27	Loyalty Program; Guest Speech	
7	102/10/28~ 102/11/03	HBS Case - Olympic Rent-A-Car US: Customer Loyalty Battles	
8	102/11/04~ 102/11/10	HBS Case - Harrah's Entertainment Inc.	
9	102/11/11~ 102/11/17	HBS Case - Starbucks: Delivering Customer Service	
10	102/11/18~ 102/11/24	Midterm Exam Week	
11	102/11/25~ 102/12/01	HBS Case: Managing Customer Profitability at the MGM Grand Hotel	

12	102/12/02 ~ 102/12/08	HBS Case: Rapid Rewards at Southwest Airlines	
13	102/12/09 ~ 102/12/15	Case: Hilton Hotels Brand Differentiation through CRM	
14	102/12/16 ~ 102/12/22	Case: What's the deal with LivingSocial	
15	102/12/23 ~ 102/12/29	Team Presentation	
16	102/12/30 ~ 103/01/05	Team Presentation	
17	103/01/06 ~ 103/01/12	Team Presentation	
18	103/01/13 ~ 103/01/19	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Kumar, V., & Reinartz, W. (2012). Customer Relationship Management: Concept, Strategy, and Tools. (2nd Ed). Springer		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 25.0 % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 5.0 % ◆ Other <reports; presentatio> : 60.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		