

Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	HUANG, YUNG-KUEI
Course Class	TQTXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
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	BD
2	to apply learned tools to the analysis and evaluations of CRM strategies and initiatives in real business contexts	C4	AB

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, Assignment
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, present

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	105/09/12 ~ 105/09/18	Setting the Tone	
2	105/09/19 ~ 105/09/25	Importance and Benefits of CRM; Challenges Facing Firms	
3	105/09/26 ~ 105/10/02	Relationship Marketing; CRM Strategy	
4	105/10/03 ~ 105/10/09	Value Propositions	
5	105/10/10 ~ 105/10/16	Differentiating Customers by Their Values	
6	105/10/17 ~ 105/10/23	CRM Strategic Frameworks	
7	105/10/24 ~ 105/10/30	Designing Loyalty Programs	
8	105/10/31 ~ 105/11/06	Designing Loyalty Programs; HBS Case – Harrah's Entertainment Inc.	
9	105/11/07 ~ 105/11/13	HBS Case – Starbucks: Delivering Customer Service; HBS Case – Managing Customer Profitability at the MGM Grand Hotel	
10	105/11/14 ~ 105/11/20	Midterm Exam Week	
11	105/11/21 ~ 105/11/27	Case: Hilton Hotels Brand Differentiation through CRM	

12	105/11/28 ~ 105/12/04	Guest Speaker: Customer Service Management; Customer Centricity	
13	105/12/05 ~ 105/12/11	HBS Case – The Ritz-Carlton Hotel Company	
14	105/12/12 ~ 105/12/18	Case – The Wowprime Corp: The Owner of Multiple Restaurant Brands in Taiwan	
15	105/12/19 ~ 105/12/25	Team Presentation	
16	105/12/26 ~ 106/01/01	Team Presentation	
17	106/01/02 ~ 106/01/08	Team Presentation	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement	<p>1. If you have missed at least 18 hours of class (please be aware that unexcused absences incur penalties on hours of absences) by the 14th week, you will receive 0 points for the final grade on this subject.</p> <p>2. Final exam is replaced with a group project (an oral presentation and a report). To complete this project, you must select and research two companies in the same industry (preferably tourism and hospitality) regarding its market, the overview of the companies, products, their target markets, and their loyalty programs. Please detail and compare how their loyalty programs work, including membership requirements, point earning and calculation, and benefits of membership.</p> <p>3. Mark of usual consists of in-class and take-home assignments, four quizzes, and individual class participation.</p> <p>4. Each team will be assigned with one of two case studies. Each team must read its case thoroughly and search supplementary information related to the case based on a list of questions provided to you and actively participate in class discussions.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 22.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other <Discussion & Team> : 18.0 %</p>		
Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		