

Tamkang University Academic Year 106, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	LI-HSIN CHEN
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	◆ 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			
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	This course will study the opportunities and challenges presented by Customer Relationship Management (CRM). It aims to teach Relationship Marketing, CRM theory and CRM applications. Students can understand the basic principles of CRM strategies through a series of discussions, case studies, and projects.		

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	Understand the ideas behind CRM and its components.	C2	AB
2	Assess different types of Relationship Marketing strategies.	C5	ABCDE
3	Recognize CRM theories, including Customer Life Time Value, Customer Life Cycle Analysis	C2	ABC
4	Develop a one to one customer relationship-marketing program	C6	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understand the ideas behind CRM and its components.	Lecture, Discussion	Written test, Participation
2	Assess different types of Relationship Marketing strategies.	Lecture, Discussion, Problem solving	Report, Participation
3	Recognize CRM theories, including Customer Life Time Value, Customer Life Cycle Analysis	Lecture, Discussion	Written test
4	Develop a one to one customer relationship-marketing program	Discussion, Appreciation, Problem solving	Report, Projects

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	106/09/18 ~ 106/09/24	Syllabus and Course Overview	
2	106/09/25 ~ 106/10/01	Introduction and Foundation of CRM	plagiarism test certificate
3	106/10/02 ~ 106/10/08	Understanding Relationships	
4	106/10/09 ~ 106/10/15	Managing the customer lifecycle – customer acquisition	
5	106/10/16 ~ 106/10/22	Managing the customer lifecycle – customer retention and development	
6	106/10/23 ~ 106/10/29	How to deliver customer-experienced value	
7	106/10/30 ~ 106/11/05	Managing customer experience & Customer portfolio management	
8	106/11/06 ~ 106/11/12	Managing customer experience & Customer portfolio management	
9	106/11/13 ~ 106/11/19	Customer data management & Review	
10	106/11/20 ~ 106/11/26	Midterm Exam Week	
11	106/11/27 ~ 106/12/03	Database Marketing	

12	106/12/04 ~ 106/12/10	Multichannel management	
13	106/12/11 ~ 106/12/17	Customer loyalty	
14	106/12/18 ~ 106/12/24	Guest Speaker	
15	106/12/25 ~ 106/12/31	Planning to succeed	
16	107/01/01 ~ 107/01/07	Final Project Presentation	
17	107/01/08 ~ 107/01/14	Final Project Presentation	
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement	If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.		
Teaching Facility	Computer, Projector		
Textbook(s)	There is NO required textbook for this class. Instead, a variety of external sources will be used. A Reading List will be provided.		
Reference(s)			
Number of Assignment(s)	8 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ Other <Projects> : 30.0 %		
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.		