

## Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	CHUANG, HSIU-HUI
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG17 Partnerships for the goals		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:30.00)			

<b>Course Introduction</b>	<p>Customer Relationship Management (CRM) is one of the most important components for sustenance and growth of an organization. With the advancement of software technologies and development of the E-Commerce, significant progress has been made in designing CRM systems and upgrading the level of maintaining the customer relationship. An organization builds competitive advantages by the aid of operating comprehensive CRM. This course plans to impart a sound introduction to CRM, a comprehensive understanding of the processes involved, and practical applications of CRM in different sectors.</p>
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**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	<p>Students will have the opportunity to do some practical practices of CRM. The objectives of this course by the end of this semester for a student to be able to:</p> <ol style="list-style-type: none"> <li>1. understand and describe CRM application (lectures).</li> <li>2. understand how it has been implemented in various organizations and what does it take to ensure a successful implementation (case studies).</li> <li>3. understand how to implement CRM for a business (presentations).</li> </ol>	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12356	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note

1	110/09/22 ~ 110/09/28	Course introduction	
2	110/09/29 ~ 110/10/05	Introduction to CRM	
3	110/10/06 ~ 110/10/12	Understanding Relationships	
4	110/10/13 ~ 110/10/19	Managing the customer lifecycle – customer acquisition	
5	110/10/20 ~ 110/10/26	Managing the customer lifecycle – customer retention and development	
6	110/10/27 ~ 110/11/02	How to deliver customer-experienced value	
7	110/11/03 ~ 110/11/09	Managing customer experience & Customer portfolio management	
8	110/11/10 ~ 110/11/16	Database Marketing (Microsoft Office - Excel application)	Please make sure you have Excel in the computer.
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Guest speech (pending)	
11	110/12/01 ~ 110/12/07	Multichannel management	
12	110/12/08 ~ 110/12/14	Customer loyalty	
13	110/12/15 ~ 110/12/21	Planning to succeed	
14	110/12/22 ~ 110/12/28	Group meeting for presentation	
15	110/12/29 ~ 111/01/04	Presentation	
16	111/01/05 ~ 111/01/11	Presentation	
17	111/01/12 ~ 111/01/18	Final Exam Week	
18	111/01/19 ~ 111/01/25		
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	10 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance : 15.0 %</li> <li>◆ Mark of Usual : 10.0 %</li> <li>◆ Midterm Exam : 30.0 %</li> <li>◆ Final Exam : 25.0 %</li> <li>◆ Other (project &amp; assignment) : 20.0 %</li> </ul>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>