

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	CHEN, HSIAO-LING
Course Class	TLCXB3P DEPARTMENT OF BUSINESS ADMINISTRATION, 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Understand specialized knowledge. II. Train practical capabilities. III. Develop team work spirits. IV. Deepen professional ethics. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. To understand basic knowledge of business administration.(ratio:50.00) B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data.(ratio:20.00) C. To communicate, negotiate, and collaborate to accomplish business projects by team work. (ratio:30.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:40.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 			

Course Introduction	<p>This course provides a brief comprehensive and balanced review of customer relationship management. Explains what CRM is, the benefits it delivers and the costs it creates across the many contexts in which it is used. Businesses of all sizes are the main adopters of CRM, but government agencies and not-for-profits are also users. Adopters use CRM principally to achieve their own objectives but also recognize that CRM has a major impact on customer experience.</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	The understanding of the overall concept of CRM and applying related knowledge in the real-world to help business operation.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC	1237	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Course Introduce and Overview	
2	111/02/28 ~ 111/03/04	Introduction to CRM	
3	111/03/07 ~ 111/03/11	Understanding relationships	
4	111/03/14 ~ 111/03/18	Managing the customer life-cycle: customer acquisition	

5	111/03/21 ~ 111/03/25	Managing the customer life-cycle: customer retention and development	
6	111/03/28 ~ 111/04/01	Customer Portfolio Management	
7	111/04/04 ~ 111/04/08	Managing customer-experienced value	
8	111/04/11 ~ 111/04/15	Managing Customer Experience	
9	111/04/18 ~ 111/04/22	Review	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Marketing automation	
12	111/05/09 ~ 111/05/13	Sales force automation	
13	111/05/16 ~ 111/05/20	Service automation	
14	111/05/23 ~ 111/05/27	Developing and Managing Customer-related Databases	
15	111/05/30 ~ 111/06/03	Group presentation	
16	111/06/06 ~ 111/06/10	Group presentation	
17	111/06/13 ~ 111/06/17	Group presentation	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement	<p>Mark of Usual refers to the class exercise participation. About group presentation, we will divide all students into 10 groups. Each group is required to choose one business/company and introduce their CRM practice or policy with course-related issues. Providing a 30 minutes oral presentation with PowerPoint slides at the end of this semester. There is no need to submit an extra written report. If you would like to ask for leave, please attach your leave request information.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Francis Buttle & Stan Maklan, 2019, Customer Relationship Management (ISBN: 9781138498259)		
References	Open Textbook Library- Business Ethics https://open.umn.edu/opentextbooks/textbooks/617		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : % ◆ Other <Group Presentation> : 30.0 %</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>
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