

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	LEE, CHENG-CHUNG
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:15.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:30.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:15.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:15.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	<p>Customer Relationship Management is one of the most important components for the development and growth of an industry. Along 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 implant the 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	Helping students comprehend the idea, theoretical background and practical operation of customer relationship management (CRM), especially in the international tourism business. They are expected to enhance the ability to analyze and solve problems, proper service and work attitude and English communication competence.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	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	111/09/05 ~ 111/09/11	Course introduction	
2	111/09/12 ~ 111/09/18	Introduction to CRM	

3	111/09/19 ~ 111/09/25	Understanding Relationships	
4	111/09/26 ~ 111/10/02	Managing the customer lifecycle – customer acquisition	
5	111/10/03 ~ 111/10/09	Managing the customer lifecycle – customer retention and development	
6	111/10/10 ~ 111/10/16	How to deliver customer-experienced value	
7	111/10/17 ~ 111/10/23	Managing customer experience & Customer portfolio management	
8	111/10/24 ~ 111/10/30	Managing customer experience & Customer portfolio management	
9	111/10/31 ~ 111/11/06	Database Marketing	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Multichannel management	
12	111/11/21 ~ 111/11/27	Customer loyalty	
13	111/11/28 ~ 111/12/04	Planning to succeed	
14	111/12/05 ~ 111/12/11	Guest speech (pending)	
15	111/12/12 ~ 111/12/18	Presentation	
16	111/12/19 ~ 111/12/25	Presentation	
17	111/12/26 ~ 112/01/01	Final Exam Week	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other () : %
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.