

## Tamkang University Academic Year 112, 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"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities		
<b>Departmental Aim of Education</b>			
To develop talented managers with international competitive advantage in the tourism industry.			
<b>Subject Departmental core competences</b>			
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)			
<b>Subject Schoolwide essential virtues</b>			
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)			

<b>Course Introduction</b>	<p>In today' s highly competitive market, effectively interacting with customers and maintaining customer relationships are critical to an organization' s success.</p> <p>Customer relationship management (CRM) can be described as a comprehensive set of processes and technologies for building and maintaining customer relationships by delivering value and satisfaction to the customer. The purpose of this course is to create insight and new learning in the area of CRM.</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	This course provides the basic knowledge, the scope, and the evolving progress of customer relationship management (CRM).	Cognitive
2	This course provides the basic knowledge, the scope, and the evolving progress of customer relationship management (CRM).	Cognitive
3	This course provides the basic knowledge, the scope, and the evolving progress of customer relationship management (CRM).	Cognitive
4	This course provides the basic knowledge, the scope, and the evolving progress of customer relationship management (CRM).	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	14567	Lecture, Discussion, Experience	Report(including oral and written)
2	ABCDE	1345	Lecture, Discussion, Publication	Discussion(including classroom and online), Report(including oral and written)
3	AE	13456	Lecture, Discussion, Experience	Discussion(including classroom and online), Report(including oral and written)

4	ABCDE	12345678	Lecture, Publication, Experience	Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	112/09/11 ~ 112/09/17	Course Introduction		
2	112/09/18 ~ 112/09/24	Introduction of Customer Relation Management		
3	112/09/25 ~ 112/10/01	Customer Relation Management and Strategy		
4	112/10/02 ~ 112/10/08	Customer Relation Management and Targeting Market		
5	112/10/09 ~ 112/10/15	Customer Relation Management and Consumer Behavior		
6	112/10/16 ~ 112/10/22	Service Quality and Service Contact		
7	112/10/23 ~ 112/10/29	Consumer complaints, service errors and service remedies		
8	112/10/30 ~ 112/11/05	Oral report		
9	112/11/06 ~ 112/11/12	Midterm Exam Week		
10	112/11/13 ~ 112/11/19	Brand Equity, Relationship Marketing, and Customer Loyalty		
11	112/11/20 ~ 112/11/26	Service Guarantee, Customer Service System, and Leadership		
12	112/11/27 ~ 112/12/03	Employee Training, Performance Appraisal, and Conflict Management		
13	112/12/04 ~ 112/12/10	Customer Data and Data Warehouse		
14	112/12/11 ~ 112/12/17	Data Mining and Self-Service Tecnology		
15	112/12/18 ~ 112/12/24	Selling and Personnel Management		
16	112/12/25 ~ 112/12/31	Affecting customer relationship management		
17	113/01/01 ~ 113/01/07	Final Exam Week		
18	113/01/08 ~ 113/01/14	Flex week, learning activities should be arranged.		
Key capabilities		self-directed learning Social Participation Interdisciplinary		

Interdisciplinary	In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching
Distinctive teaching	Industry-university collaboration courses Translation Teaching Course
Course Content	Logical Thinking
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts, Videos Using teaching materials from other writers:Presentations, Handouts, Videos, Worksheets
References	
Grading Policy	◆ Attendance : 40.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < > :   %
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>