

# National Changhua University of Education 106-2

## Syllabus & Course Schedule

Course : Relationship Marketing

Course Number : 63044 (1MABA2140830)

Instructor : 王信文

Credit : 3 Hour(s); 3 Credit(s)

Course Type : Requirement Optional

Full English : YES NO

Teaching evaluation questionnaire : (8)

- 1.Lectures 2.Discussion 3.Practicum (Education or Management)
- 4.Practicum (Science or Engineering) 5.Laboratory course 6.Physical activity course 8.General course 9.Practicum/Laboratory course 10.Physical activity course

Teaching mode : (9)

- 0.Classroom instruction 1.Practice workshop 2.Distance learning (Synchronous) 3.Distance learning (Asynchronous) 4.Classroom & group discussion 8.Classroom & Assisted distance learning (Synchronous or Asynchronous) 9.Other (Such as sports , education , internship or experimental course)

<PS. Classroom & group discussion. Definition: The total hours of discussions exceeds one third of total class hours.>

Immersing the following issues or contents :

(none)

## Objective :

Relationship marketing is a more effective way to nurture prospects. By personalizing content and nurturing prospects who are not ready to buy, businesses can more than double response rates and sales. This video walks through an example of the metrics behind relationship marketing. Relationship marketing is a buyer-friendly approach to business. In this lesson, you'll learn what relationship marketing is as well as look at some related strategies. In this course, students will be able to list the different roles associated with strengthening relationship marketing for Cooperative Extension. Identify county needs for relationship marketing and determine which strategies members choose to use. We also will take the overseas relocation teaching to join the conference and visit the international enterprises and organizations with successful relationship marketing in China and finishing the special topic report after the program.

(Note: This course will hold overseas teaching activity program on 3/23 (Fri.) to 3/25 (Sun.) in China. If there is no time to participate in the overseas teaching activity, Please do not choose the course) (Learning Away from Home Program (Overseas teaching activity program))

(註：本課程於3/23(五)－3/25(日)採境外移地教學模式辦理,如果沒有辦法參加移地教學的同學,請勿選課)

Outline :

- A. Overseas teaching activity program on 3/23 (Fri.) to 3/25 (Sun.) :  
Taking the overseas relocation teaching to join the conference and visit the international enterprises and organizations with successful relationship marketing in China and finishing the special topic report after the program.
- B. Focus on discussion the following topics in the class :
1. Introduction to relationship marketing  
(<https://www.youtube.com/watch?v=Nj0FAowH2Ro>)
  2. What is Relationship Marketing? – Definition & Strategies  
(<https://study.com/academy/lesson/relationship-marketing-definition-strategies-quiz.html>)
  3. Relationship Marketing solutions– before and after  
(<https://www.youtube.com/watch?v=rcBNwreq-7Y>)
  4. Relationship Marketing Approach  
([https://www.youtube.com/results?search\\_query=relational+marketing](https://www.youtube.com/results?search_query=relational+marketing))
  5. Relational vs Transactional Media  
(<https://www.youtube.com/watch?v=bcoFvHVg2Sw>)
  6. 2017 Marketing Tips 10 Steps to Effective Relationship Marketing  
(<https://www.youtube.com/watch?v=atbnfGqw4Zw>)
  7. Relationship Marketing with Digital Marketing  
(<https://www.youtube.com/watch?v=r0m7eC3KppY>)
  8. Relationship Marketing For Small Business  
(<https://www.youtube.com/watch?v=tP5ZKA1d614>)
  9. 14 Relationship Selling vs Traditional Methods  
(<https://www.youtube.com/watch?v=0Z-Eu8EyBbQ>)
  10. Relationship Marketing Strategy  
(<https://www.youtube.com/watch?v=5MAvVMOK8FU>)
- (Note : This course will hold overseas teaching activity program on 3/23 (Fri.) to 3/25 (Sun.) in China. If there is no time to participate in the overseas teaching activity, Please do not choose the course) ) (Learning Away from Home Program (Overseas teaching activity program) )

(註：本課程於3/23 (五) –3/25 (日) 採境外移地教學模式辦理, 如果沒有辦法參加移地教學的同學, 請勿選課)

Required reading of Masterpiece :

Relationship Marketing : Management of Customer Relationships  
by Manfred Bruhn (Author)

☆ Main materials :

TeachMaterial from teacher and related resources.

☆ Reference materials :

Relationship Marketing : Theory and Practice 1st Edition  
by Francis A Buttle (Editor)

<PS. Do not make copies illegally. >

☆ Course pre-requisites :

☆ Recommended reading : N/A

Online materials :

E-Learning center : [dlearn.ncue.edu.tw](http://dlearn.ncue.edu.tw)

Other teaching sites : [blog.ncue.edu.tw/shinwen](http://blog.ncue.edu.tw/shinwen)

Facebook : 王信文

Line Group : Line Group

Teaching methods :

Method
Lecture
Exercise
Case study
E-learning
Dialogue learning
Implementation
Film shows
Service learning
Keynote speech
Visit
※ Teaching methods Memo : (none)

Scoring methods :

Method	%
Class participations	70%
Case analysis & written report	30%
※ Scoring methods Memo : (none)	

The development of core ability :

Core Ability	Correlation
(M) 語文與資訊能力	9
(M) 企業管理專業能力	10
(M) 實務應用能力	9
(M) 創新與研究能力	10
(M) 自我成長能力	10
(M) 溝通協調能力	10
(M) 具備國際視野	10
(M) 企業社會責任認知與實踐能力	9
(M) LIFE&CAREER—Flexibility & Adaptability	10
(M) LIFE&CAREER—Social & Cross Cultural	9
(M) LIFE&CAREER—Productivity	9
(M) LIFE&CAREER—Leadership & Responsibility	10
(M) LIFE&CAREER—Initiative & Self Direction	9
(M) 4C—Critical thinking	10
(M) 4C—Collaboration	10
(M) 4C—Communication	10
(M) 4C—Creativity	9
(M) TECHNOLOGY—Information Literacy	9
(M) TECHNOLOGY—ICT Literacy	10
(M) TECHNOLOGY—Media Literacy	10
<B: Bachelor's degree; M: Master's degree; D: doctor's degree>	

# Course Schedule

Instructor : 王信文

E-mail : shinwen@cc.ncue.edu.tw

Office TEL : 7340 Department TEL : 7405/7406

Course Number : 63044 (1MABA2140830)

Course : Relationship Marketing

Class Time & Classroom : (三) 02-04 33201

Weekly Calendar :

Week	Date	Teaching Chapter	Before Class Preparation	Homework / Exam / Notes
1	02/28	Course introduction	Introduction o JCR&CNKI Database	Computer Classroom No. 4 , Jin-Der Campus
2	03/07	Introduction of JCR&CNKI Database	Introduction of Endnote & Database	Computer Classroom No. 4 , Jin-Der Campus
3	03/14	Introduction of Endnote & Database	1. Introduction to relationship marketing 2. What is Relationship Marketing? 3. Relationship Marketing solutions— before and after , Pre-trip instructions / course introduction / pre-job assignment specification / grouping	On dlearn Platform
4	03/21	1. Introduction to relationship marketing 2. What is Relationship Marketing? 3. Relationship Marketing solutions— before and after , Pre-trip instructions / course introduction / pre-job assignment specification / grouping	Departure / Check in Dorm / Group discussion	classroom
5	03/28	Departure / Check in Dorm / Group discussion	Visit to the international enterprises with successful relationship marketing in China	change to 107.3.23
6	04/04	Visit to the international enterprises with successful relationship marketing in China	Welcome Speech and Greeting for the Program / Research Team activities	change to 107.3.23

7	04/11	Welcome Speech and Greeting for the Program / Research Team activities	Welcome Speech and Greeting for the Program / Research Team activities	change to 107.3.23
8	04/18	Welcome Speech and Greeting for the Program / Research Team activities	Join the conference / Action learning	change to 107.3.23
9	04/25	Join the conference / Action learning	Visit to Innovation Park	change to 107.3.24
10	05/02	Visit to Innovation Park	Group discussion / Experience sharing	change to 107.3.24
11	05/09	Group discussion / Experience sharing	Group discussion / Experience sharing	change to 107.3.24
12	05/16	Group discussion / Experience sharing	Visit to the international organizations with successful relationship marketing in China	change to 107.3.24
13	05/23	Visit to the international organizations with successful relationship marketing in China	Trip of Competitive Innovation Advantage in Creative Business	change to 107.3.25
14	05/30	Trip of Competitive Innovation Advantage in Creative Business	Trip of Competitive Innovation Advantage in Creative Business	change to 107.3.25
15	06/06	Trip of Competitive Innovation Advantage in Creative Business	Course reflection /Return to Taiwan	change to 107.3.25
16	06/13	Course reflection /Return to Taiwan	Experience discussion / case study /	change to 107.3.25
17	06/20	Experience discussion / case study /	Final Presentation and discussion	change to 107.3.28
18	06/27	Final Presentation and discussion	4. Relationship Marketing Approach 5. Relational vs Transactional Media 6. 2017 Marketing Tips 10 Steps to Effective Relationship Marketing	change to 107.4.04

※ Course Content Memo :

開課班級：企管碩一

任課？師：Hsing-Wen Wang (王信文)

一、科目名稱：Relationship Marketing

二、教學內容與進？：

次起迄日期上課

日期教材單元與進？學生應預習

之章節作業評？與檢討

一如右107年2月28日

(第2節－第4節) Course introduction Discussion on the Action Research Special Topics on relationship marketing classroom

二如右107年3月07日

(第2節－第4節) Introduction to JCR&CNKI Database1. Introduction to relationship marketing

2. What is Relationship Marketing?

3. Relationship Marketing solutions－ before and after classroom

三如右107年3月14日

(第2節－第4節) 1. Introduction to relationship marketing

2. What is Relationship Marketing?

3. Relationship Marketing solutions－ before and after Pre-trip instructions / course introduction / pre-job assignment specification / grouping On dlearn Platform

dlearn.ncue.edu.tw

四如右107年3月21日

(第2節－第4節) Pre-trip instructions / course introduction / pre-job assignment specification / grouping Departure / Check in Dorm / Group discussion classroom

五如右107年3月23日

(第1節－第4節) Departure / Check in Dorm / Group discussion Visit to the international enterprises with successful relationship marketing in China Learning Away From Home Program

?如右107年3月23日

(第5節－第8節) Visit to the international enterprises with successful relationship marketing in China Welcome Speech and Greeting for the Program / Research Team activities Learning Away From Home Program

七如右107年3月23日

(第9節－第12節) Welcome Speech and Greeting for the Program / Research Team activities Join the conference / Action learning Learning Away From Home Program

107年3月24日

(第1節－第4節) Join the conference / Action learning Visit to Innovation Park Learning Away From Home Program

八如右107年3月24日

(第5節－第8節) Visit to Innovation Park Group discussion / Experience sharing Learning Away From Home Program

九如右107年3月24日

(第9節－第12節) Group discussion / Experience sharing Visit to the international organizations with successful relationship marketing in China Learning Away From Home Program

十如右107年3月25日

(第1節－第4節) Visit to the international organizations with successful relationship marketing in China Trip of Competitive Innovation Advantage in Creative Business Learning Away From Home Program

十一如右107年3月25日

(第5節－第8節) Trip of Competitive Innovation Advantage in Creative



BusinessCourse reflection /Return to TaiwanLearning Away From Home Program  
107年3月25日  
(第9節－第12節) Course reflection /Return to TaiwanExperience discussion / case study /  
Finish up preparation PPT and ReportLearning Away From Home Program  
107年3月28日  
(第2節－第4節) Experience discussion / case study /  
Finish up preparation PPTFinal Presentation and discussionclassroom  
107年4月04日  
(第2節－第4節) Final Presentation and discussion4. Relationship Marketing Approach  
5. Relational vs Transactional Media  
6. 2017 Marketing Tips 10 Steps to Effective Relationship Marketingclassroom  
107年4月11日  
(第2節－第4節) 4. Relationship Marketing Approach  
5. Relational vs Transactional Media  
6. 2017 Marketing Tips 10 Steps to Effective Relationship Marketing7. Relationship Marketing with Digital Marketing  
8. Relationship Marketing For Small Business  
On dlearn Platform  
dlearn.ncue.edu.tw  
107年4月18日  
(第2節－第4節) 7. Relationship Marketing with Digital Marketing  
8. Relationship Marketing For Small Business9. 14 Relationship Selling vs Traditional Methods  
10. Relationship Marketing StrategyOn dlearn Platform  
dlearn.ncue.edu.tw  
107年4月25日  
(第2節－第4節) 9. 14 Relationship Selling vs Traditional Methods  
10. Relationship Marketing StrategyOn dlearn Platform  
dlearn.ncue.edu.tw