朝陽科技大學 091學年度第1學期教學大綱
Market Suvery 市場調查

當期課號	1266	Course Number	1266
授課教師	李朝金	Instructor	LEE,CHAO CHIN
中文課名	市場調查	Course Name	Market Suvery
開課單位	工業設計系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程之目標在使學生瞭解行銷學之基本概念，及市場調查之原理、作業程序、以及進行之注意要點等。使其在未來從事設計工作時除具有正確之市場行銷概念及使用者導向之設計理念以外；亦能熟知進行市場調查之正確時機與進行方式，以期確實有助於適當設計策略之研擬，並進而因此提高其設計之價值。	Objectives	《Objectives》： Introducing basic Marketing Concepts, as well as concepts, principles, procedures concerning Marketing Survey. Aiming at enhancing marketing awareness among students, and providing them with the knowledge on marketing survey. These understanding will be beneficial in enabling them of formulating viable design strategies which will hopefully lead to better "Marketable Products" in their future career as product designers. 《Contents》： (1)Marketing Concepts for Designers. (2)Principles of Marketing Survey. (3)Procedures of Marketing Survey. (4)Principles and Procedures of Questionnaire Design and Conducting Survey.
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁			
教學內容		Syllabus	

尊重智慧財產權，請勿非法影印。