朝陽科技大學 091學年度第1學期教學大綱
Marketing Management 行銷管理

當期課號	6746	Course Number	6746
授課教師	賴文仁	Instructor	LAI,WEN JEN
中文課名	行銷管理	Course Name	Marketing Management
開課單位	休閒事業管理系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	藉由單元主題講授,實務個案研究,建構學生對行銷管理理論架構之理解,培養學生具備實際行動之知識技術與能力。	Objectives	through the programmed unit lecturing and case study to build students" understanding about marketing theory, and to enhance students" practical knowledge, skill and ability of marketing management.
教材	Teaching Methods:There are all units lay out the understanding, knowledge and skills in detail and indicates what the student needs to produce in terms of evidence.	Teaching Materials	
成績評量方式	分組研討，期中考後開始分組簡報（口頭報告），期未考交書面報告及簡報w/PowerPoint。 Assessment of Performance:Team works 10%，Role Play 30%，Interview 20%， Proposal 40%	Grading	
教師網頁	_		
教學內容	Curriculum Purpose: The course presents an integrated approach to studying Leisure services those firms marketing issues within a service management context. It makes students to understand and acknowledge the close ties that link the marketing planning with customer relationship service and applies it to leisure and tourism.	Syllabus	

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