朝陽科技大學 091學年度第1學期教學大綱
Special Topics of Insurance Marketing 保險行銷專題

當期課號	7260	Course Number	7260
授課教師	康裕民	Instructor	
中文課名	保險行銷專題	Course Name	Special Topics of Insurance Marketing
開課單位	保險金融管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1.使學生具保險行銷研究及理論等相關基本知識 2.使學生能熟悉保險行銷理論及應用在銷售及行銷企劃上 3.使學生具保險金融從業人員及研究人員之專業態度 4.可做爲學生未來學習行銷研究之基礎	Objectives	1.Enabling students to have basic knowledge of insurance marketing research and theories. 2.Enabling studentsAble to to be familiar with insurance marketing theories and application in sales and marketing planning. 3.Enabling students to have professional attitudes of personnel in insurance and finance industry and research personnel. 4. Serving as students' foundation of future study of marketing research.
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁	_		
教學內容		Syllabus	

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