朝陽科技大學 091學年度第2學期教學大綱
Marketing Information Management 行銷資訊管理

當期課號	1372	Course Number	1372
授課教師	薛夙珍	Instructor	HSUEH,SUE CHEN
中文課名	行銷資訊管理	Course Name	Marketing Information Management
開課單位	資訊管理系(四日)四B	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	行銷決策的正確，有賴於各種行銷資訊的提供。藉由蒐集與分析各樣的行銷資訊，而能充分地掌握顧客的需求，達成有效地顧客關係管理（Customer Relationship Management，簡稱爲CRM）。因此希望藉由本課程，可以深入瞭解行銷資訊與其重要性、資訊蒐集與分析概念與技術，將其應用	Objectives	As marketing environments become more complicated, market scopes keep expanding, business face keen market competitions. Marketing managers need sufficient, timely, and reliable marketing information as references for making marketing decisions and plans.
教材	授課、課堂討論、個案研究、同學分組報告的方式來進行。	Teaching Materials	give lectures class discussion case study group discussion/presentation
成績評量方式	1. 作業 &期中考 55% 2. 期末報告 30% 3. 課堂參與與個案討論 20%	Grading	1. assignment, mid-term exam. 55% 2. final report 30% 3. class participation & case discsuuion 20%
教師網頁	_		
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