朝陽科技大學 091學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	1448	**Course Number**	1448
授課教師	廖年欣	**Instructor**	LIAO,NEIN HSIN
中文課名	行銷管理	**Course Name**	Marketing Management
開課單位	工業工程與管理系(四日)三A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	本課程有助於學生了解企業提供產品及服務時，所運用適當的行銷工具與技巧，知道企業在規劃行銷活動時，如何去整合有關的知識及資訊並加以應用。	**Objectives**	This course enables the students understanding the insights about how marketing tools and techniques must be adapted and modified for products and services, and facilitates students to integrate the necessary knowledge and expertise when get involved the activities of marketing processes in business.
教材	1. 互動式教學 2. 個案教學及研討	**Teaching Materials**	1. Interacting learning and discussion 2. Case study and presentation
成績評量方式	平時考、期中考、平時考、期末考	**Grading**	Average of 4 tests
教師網頁			
教學內容	1.行銷導論及行銷研究 (Marketing Theories and Marketing Researches)。2.市場區隔與目標行銷 (Market Segmentation and Target Marketing)。3.行銷組合之內涵及個案教學 (The Cases of Marketing Mixes)。4.行銷計畫之執行及控制 (Implementing and Controlling Marketing Programs)。	**Syllabus**	The contents of this curriculum facilitate students to integrate the necessary knowledge and expertise when get involved the activities of marketing processes in business.

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