# 朝陽科技大學 091學年度第2學期教學大綱
# Insurance Marketing 保險行銷

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| 當期課號 | 2064 | Course Number | 2064 |
| 授課教師 | 李奇政 | Instructor | LI,CHI CHENG |
| 中文課名 | 保險行銷 | Course Name | Insurance Marketing |
| 開課單位 | 保險金融管理系(四日)三B | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 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<br>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<br>3.使學生具保險金融從業人員及研究人員之專業態度<br>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 study and theories.<br>2.Enabling students to be familiar with insurance marketing theories to be applied in sales and marketing planning.<br>3.Enabling students to have professional attitudes of insurance and finance industry and research personnel.<br>4.Serving as students' foundation on future study of marketing research. |
| 教材 | 1. 課堂講授 2. 案例研討 | Teaching Materials | lecture and case study |
| 成績評量方式 | 1. 平時佔30% 2. 期中考佔30% 3. 期末考佔40% | Grading | participation :30%, mid-term : 30% final : 40% |
| 教師網頁 | _ | | |
| 教學內容 | 本課程將介紹產. 壽險行銷各項特性, 並針對消費者行爲, 產壽險商品的市場區隔及目標市場做一分析, 並將產壽險公司的行銷通路作一完整介紹, 分析台灣市場 | Syllabus | Study the principles and practices of marketing in the industry of life and health insurance from the perspectives of the marketer. Subjects include marketing concept,marketing plan, marketing mix, consumer behavior and relationship and service, and etc, which all concern life and health insurance. |

尊重智慧財產權，請勿非法影印。