

朝陽科技大學 091學年度第2學期教學大綱  
Surveying and Reserch 市場調查與研究

當期課號	6815	Course Number	6815
授課教師	朱瑞淵	Instructor	CHU,JUI YUAN
中文課名	市場調查與研究	Course Name	Surveying and Reserch
開課單位	休閒事業管理系(二進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	使學生瞭解行銷學之基本概念，及市場調查之原理、作業程序、以及進行之注意要點等。使其在未來從事設計工作時除具有正確之市場行銷概念以外，亦能熟知進行市場調查之正確時機與進行方式，以期確實有助於適當設計策略之研擬，並進而提高其設計之價值。	Objectives	Introducing basic Marketing Concepts, as well as concepts, principles, procedures concerning Marketing Survey. Aiming at enhancing marketing awareness among students, and providing them with the knowledge on marketing survey. These understanding will be beneficial in enabling them of formulating viable design strategies which will hopefully lead to better "Marketable Products" in their future career as product designers.
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁	-		
教學內容		Syllabus	

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