朝陽科技大學 092學年度第1學期教學大綱
Retailing Marketing 零售業行銷

當期課號	1531	Course Number	1531
授課教師	林孟璋	Instructor	LIN,MEMG JANG
中文課名	零售業行銷	Course Name	Retailing Marketing
開課單位	企業管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要在於指導學生零售業行銷之相關理論及內涵，並輔以案教學，使學生從個案討論之訓練中充實零售業行銷與管理實務知識。本課程主要內容如下：零售市場展望、電子與非店舖零售、零售顧客行爲、零售市場策略、零售區位、商品管理與店舖管理。	Objectives	The analyzing and designing of retailing marketing focus on the undergraduate level course. This course provides and analysis of retailing marketing and its importance in the economy and in business management. Topics include: the world of retailing, electronic and no store retailing, the retail customer behavior, retail market strategy, retail location, merchandise management and store management.
教材	1.課程講授. 2.文獻導讀. 3.個案討論.	Teaching Materials	1.Speech 2.Paper study 3.Case study
成績評量方式	1.口頭報告 30% 2.書面報告 30% 3.期中考 30% 4.出席 10%	Grading	1.Oral report 30% 2.Paper report 30% 3.Midterm exam 30% 4.Presention 10%
教師網頁			
教學內容	1.零售市場展望. 2.零售策略. 3.商品管理. 4.店舖管理.	Syllabus	1.The world of retailing. 2.Retailing strategy. 3.Merchandise management. 4.Store management.

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