

朝陽科技大學 092學年度第1學期教學大綱  
Marketing Management 行銷管理

當期課號	4210	Course Number	4210
授課教師	林尚德	Instructor	LIN,SHANG DER
中文課名	行銷管理	Course Name	Marketing Management
開課單位	會計系(二日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程透過行銷管理的理論探討與現行國內外行銷個案實例相結合,讓學生除了瞭解各種不同的行銷手法,也輔以不同行業的行銷手法,讓學生瞭解理論與實務的結合。	Objectives	This course is designed to help students learn the basic concepts of modern marketing in a managerial orientation way. It focuses on the major decisions that marketing managers face in their efforts to harmonize the objectives and resources of the organization with the needs and opportunities in the marketplace. Moreover, this class attempts to cover all the topics that a marketing manager needs to know, if time is permitted. It includes the main issues faced in strategic, tactical, and administrative marketing. Some recent developed topics, such as database marketing, internet marketing are also included.
教材	分組報告、課堂授課與討論。11	Teaching Materials	
成績評量方式	平時成績含分組討論 30% 期中考試 30% 期末分組報告(口頭報告及書面繳交) 40%	Grading	
教師網頁	-		
教學內容	□i本行銷課程旨在於協助學員開發行銷人員所必須具備之知識與技能,並開發從事行銷思考和行動的能力,以預期進行在不同的行銷環境下規劃及執行行銷策略。	Syllabus	

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