

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

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| 當期課號 | 6420 | Course Number | 6420 |
| 授課教師 | 洪福彬 | Instructor | HUNG,FU PIN |
| 中文課名 | 行銷管理 | Course Name | Marketing Management |
| 開課單位 | 會計系(二進)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 | 中文教學 理論探討 個案探討 分組報告 | Teaching Materials | chinese teach case study |
| 成績評量方式 | 期中考 30% 期末分組報告40% 平常分數 30% | Grading | |
| 教師網頁 | - | | |
| 教學內容 | 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 | Syllabus | This course is designed to help the 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 covers the main issues faced in strategic, tactical, and administrative marketing. Some recent developed topics, such as database marketing, internet marketing are also included. |

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