朝陽科技大學 092學年度第2學期教學大綱
Marketing 行銷原理

當期課號	1654	Course Number	1654
授課教師	鄭淑慧	Instructor	CHENG,SHU HUI
中文課名	行銷原理	Course Name	Marketing
開課單位	傳播藝術系(四日)一B	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標： 1.使學生了解行銷概念、行銷4P架構並掌握消費者行爲(知識) 2.能具備行銷原理及4P策略之應用(技能) 3.能具備行銷從業人員之專業態度(態度) 4.能了解行銷領域之市場及其發展應用情形(其他)	Objectives	1. Understand the concept of marketing, marketing 4P structure, and consumer behavior (knowledge) 2. Apply 4P marketing principles and strategies (skills) 3. Develop a professional attitude in marketing (development) 4. Understanding market situations and their development (other)
教材	授課與討論	Teaching Materials	Lecture and class discussion
成績評量方式	學期總成績包括課堂參與 (20%)、平時作業「書面作業與口頭報告」(30%)、期中考 (25%)、期末考(25%)	Grading	Class attendance and participation (20%), assignment (oral report and paper) (30%), midterm (25%), final (25%)
教師網頁	_		
教學內容	透過行銷學理及實務之案例，了解行銷之意義及功能	Syllabus	Understanding the principles of marketing.

尊重智慧財產權，請勿非法影印。