朝陽科技大學 092學年度第2學期教學大綱
Market Suvery 市場調查

當期課號	3033	Course Number	3033
授課教師	李朝金	Instructor	LEE,CHAO CHIN
中文課名	市場調查	Course Name	Market Suvery
開課單位	工業設計系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程之目標在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及使用者導向之設計理念以外；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，並進而因此提高其設計之價值。	Objectives	《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. 《Contents》： (1)Marketing Concepts for Designers. (2)Principles of Marketing Survey. (3)Procedures of Marketing Survey. (4)Principles and Procedures of Questionnaire Design and Conducting Survey.
教材	(一)理論講解部份將盡量配合實例，以利理解。 (二)上課中將盡力促使同學提出問題或看法，以促進思考並增進學習興趣及效果。 (三)期中報告部分將要求同學分別閱讀行銷管理成功案例之書籍，並報告心得以相互交換。 (四)配合期末報告進行問卷調查演練，使同學有機會立即將書面知識付諸實踐，並因而獲得真正之理解。	Teaching Materials	(1)Accompanying real world cases to illustrate theories and concepts for enhancing comprehension. (2)Actively encouraging students to concentrate and participate in the class by raising questions or offering personal views during discussions, in order to make classes more interesting. (3)Using the Mid-term Report to urge students to read different books on marketing case study and make presentations to exchange mutually. (4)Incorporating the practice of survey with the Final Report to provide students with a chance of testing how much they had absorbed from this course.
成績評量方式	一、期中、期末報告各佔30%。 (1)期中報告題目:行銷管理成功案例書籍之閱讀心得。 (2)期末報告題目:上課中曾講授非講義內容部分之心得。 二、平時成績-40%：依出席、學習態度及上課中之參與程度加以評定。	Grading	(1)Mid-term report--30% (Report on reading books of Case Studies on successful marketing mamagement) (2)Final report--30% (Report on reflections on the subjects covered in the classes that are not included in the handouts) (3)Classroom interactions--40% Marks according to the student's attendance and participation which will be evaluated in each class.
教師網頁			
	《教學目標》： 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		《Objectives》： Introducing basic Marketing Concepts, as well as concepts, principles, procedures concerning Marketing Surveys. Aiming at

教學內容	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。	**Syllabus**	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 Product Designs" in their future career as product designers.

尊重智慧財產權，請勿非法影印。