朝陽科技大學 092學年度第2學期教學大綱
Financial Marketing Management 金融行銷管理

當期課號	3070	**Course Number**	3070
授課教師	吳立偉	**Instructor**	WU,LI WEI
中文課名	金融行銷管理	**Course Name**	Financial Marketing Management
開課單位	財務金融系(四進)二A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	使學習者了解行銷之基本理論及行銷發展之方向,課程內容力求理論與實務併重,並運用於日常生活中	**Objectives**	The course provides a main flame for students to understand the meaning of Marketing. The content includes introduction of product、pricing、place and promotion strategy. The teaching goal is to combine theory and practical operation and to emphasize marketing strategy in new environment.
教材	1.授課, 2.課堂討論, 3. Case Study, 4. SPSS軟體操作	**Teaching Materials**	1. lecture 2. class discussion 3. case study 4. SPSS
成績評量方式	期中考50% 期末報告 50%	**Grading**	midterm finanl paper
教師網頁	http://web.ntit.edu.tw/~lwwu		
教學內容	使學習者了解行銷之基本理論及行銷發展之方向,課程內容力求理論與實務併重,並運用於日常生活中	**Syllabus**	The course provides a main flame for students to understand the meaning of Marketing。The content includes introduction of product、pricing、place and promotion strategy。The teaching goal is to combine theory and practical operation and to emphasize marketing strategy in new environment。

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