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

當期課號	3288	Course Number	3288
授課教師	林嵩麟	Instructor	,
中文課名	行銷管理	Course Name	Marketing Management
開課單位	會計系(四進)一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	1.課堂講授 2.個案討論	Teaching Materials	1.Textbook discussion; 2.Case study
成績評量方式	上課參與程度20%學期考40%期末報告40%	Grading	participation 20% final exam 40% term paper 40%
教師網頁			
教學內容	首先介紹消費者導向之行銷管理的內容，並藉由行銷研究來瞭解消費者的需求、行銷環境及競爭對手，進而分析行銷機會。	Syllabus	TO introduces the contents of the customer-oriented marketing management thinking.With analysising the consumer's demand、 scanning the marketing enviroment and competitors, we can find the marketing opportunities.

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