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	4081	**Course Number**	4081
授課教師	許光華	**Instructor**	HSU,KUANG HUA
中文課名	金融行銷管理	**Course Name**	Financial Marketing Management
開課單位	財務金融系(二日)三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.課堂講授 2.個案研討 3.期末報告	**Teaching Materials**	1.Class talks 2.Case study 3.Final report
成績評量方式	1.期中考 30% 2.期末考 40% 3.期末報告/上課表現 30%	**Grading**	1.Middle term exam. 30% 2.Final exam. 40% 3.Class performance 30%
教師網頁			
教學內容	1.以管理的觀點探討行銷管理的意義/目的/內容。 2.透過案例講解達到行銷管理理論與實務之融會貫通。 3.藉由群體討論、個案研究，達到活學、活用的目標。	**Syllabus**	1.To discuss the meaning, goals and content of marketing by managerial opinions. 2.To achieve a global view of marketing by local and foreign cases explanation. 3.Through group discussion and case study to realize the class objectives as above.

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