

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	6077	Course Number	6077
授課教師	廖年欣	Instructor	LIAO,NEIN HSIN
中文課名	行銷管理	Course Name	Marketing Management
開課單位	工業工程與管理系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程有助於學生了解企業提供產品及服務時，所運用適當的行銷工具與技巧，知道企業在規劃行銷活動時，如何去整合有關的知識及資訊並加以應用。	Objectives	This course enables the students understanding the insights about how marketing tools and techniques must be adapted and modified for products and services, and facilitates students to integrate the necessary knowledge and expertise when get involved the activities of marketing processes in business.
教材	1. 互動式教教學及研討 2. 個案教學及研討	Teaching Materials	1. Interacting learning and discussion 2. Case study and discussion
成績評量方式	平時考、期中考、平時考、期末考四次平均	Grading	Average of the 4 tests
教師網頁	<a href="http://www.cyut.edu.tw/~secret/index.htm">http://www.cyut.edu.tw/~secret/index.htm</a>		
教學內容	本課程有助於學生行銷能力之提昇，了解企業在規劃行銷活動時，如何去整合有關的知識及資訊並加以應用，包含 1.行銷導論及行銷研究 2.市場區隔與目標行銷 3.行銷組合之內涵及個案教學 4.行銷計畫之執行及控制	Syllabus	The contents of this curriculum facilitate students to integrate the necessary knowledge and expertise when get involved the activities of marketing processes in business. It consists of: 1. Marketing Theories and Marketing Researches 2. Market Segmentation and Target Marketing 3. The Cases of Marketing Mixes 4. Implementing and Controlling Marketing Programs

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