

朝陽科技大學 092學年度第2學期教學大綱
Surveying and Reserch 市場調查與研究

當期課號	6419	Course Number	6419
授課教師	吳松齡	Instructor	SUNG,LING WU
中文課名	市場調查與研究	Course Name	Surveying and Reserch
開課單位	休閒事業管理系(二進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	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。	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.
教材	以實務講演方式教學為主，並配合投影片或ppt方式教學，以達成學生之學習績效。	Teaching Materials	By Lecture 、Profile 、Projector 、ppt 。
成績評量方式	平時出席參與成績20%，分組研討期末報告20%，期中考試成績30%，期末個人書面報告成績30%。	Grading	Class participation 20% , Case-study and Final report 20% , Mid. Term 30% , Final individual paper report 30% 。
教師網頁	-		
教學內容	1.講授市場調查與分析之基本理論、調查問卷、調查方法、數量方法與數量分析，並以實際個案作解說與教導，期予學生了解並具有應用之能力。 2.本課程著重在市場調查與分析的實際案例的講授，課程中將運用較為生活化的案例，藉以讓休管系學生不必對統計技術擔心而卻步，增加學習績效。	Syllabus	1.This course will discuss the basic theory of surveying and research , such as : quantitative method 、surveying method 、case-study method etc for students used in their marketing surveying and research , 。 2.The emotion of surveying and research cases will take interested in marketing surveying and research for the students , and increased the performance of this course 。

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