

朝陽科技大學 093學年度第1學期教學大綱
Marketing Management 行銷管理

| | | | |
|--------|---|--------------------|---|
| 當期課號 | 6324 | Course Number | 6324 |
| 授課教師 | 王馬克 | Instructor | O'BRIEN,MARK WILLIAM |
| 中文課名 | 行銷管理 | Course Name | Marketing Management |
| 開課單位 | 應用外語系(二進)三A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 本課程學習基本國際行銷觀念及國際進出口企劃之各項步驟，再以國際商務實務個案之經驗學習，試圖結合理論及實務來訓練同學成爲國際企業人才。商業英語文之訓練亦爲重要課題，使學生藉語文之優勢真正可以走向國際。 | Objectives | We're going to learn the concepts and the processes of international marketing in the class. We'll also combine the theories and the real cases in order to create students to have the international marketing thoughts and conceptions. Moreover, students need to learn Business English, too. This is the true tool to connect the international competition. |
| 教材 | | Teaching Materials | |
| 成績評量方式 | | Grading | |
| 教師網頁 | - | | |
| 教學內容 | 本課程的教學目的在於使學生吸收相關的行銷管理的知識,並懂得理論之應用。 | Syllabus | The goal of the course of Marketing Management is primarily that takes an exciting new direction in its quest to guide new marketing students down the intriguing,discovery-laden road to learning marketing . |

尊重智慧財產權，請勿非法影印。