朝陽科技大學 093學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	3259	Course Number	3259
授課教師	洪福彬	Instructor	HUNG,FU PIN
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	行銷管理 麥素蓮 譯 麥格羅.希爾 Marketing Michael I. Etzel * Bruce J. Walker * William J. Stanton	Teaching Materials	
成績評量方式	期中考 30% 期末分組報告40% 平常分數 30%	Grading	
教師網頁			
教學內容	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	Syllabus	This course is designed to help the 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 covers the main issues faced in strategic, tactical, and administrative marketing. Some recent developed topics, such as database marketing, internet marketing are also included.

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