朝陽科技大學 094學年度第1學期教學大綱
Marketing Management 行銷管理

當期課號	1274	**Course Number**	1274
授課教師	羅烈明	**Instructor**	LO,LIEH MING
中文課名	行銷管理	**Course Name**	Marketing Management
開課單位	保險金融管理系(四日)三A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	2	**Credits**	2
課程目標	1. 透過本課程的學習，增進同學對行銷的認識，並輔以個案討論 2. 讓學生能應用行銷管理知識於現實生活中 3. 使學生在討論互動中提高學習興趣與效果 4. 對未來無論是就業或創業有所助益	**Objectives**	1. Helping students to better understand marketing through case discussions. 2. Enabling students to apply marketing management knowledge in daily life. 3. Enabling students to enhance learning interest and effects in discussions. 4. The course helps students in employment and starting business in the future.
教材	行銷管理概論,華泰. 行銷個案分析,智勝.	**Teaching Materials**	
成績評量方式	參與度 20% 個案報告 40% 期中考 40%	**Grading**	participation 20% case report 40% middle exam. 40%
教師網頁	_		
教學內容	透過本課程的學習,增進同學對行銷的認識,對未來無論是就業或創業有所助益.課程內容涵蓋行銷基本概念,行銷環境,顧客購買行爲,行銷策略,行銷組合決策等部分,並輔以個案討論,在討論互動中提高學習興趣與效果.	**Syllabus**	This course provide a conceptual framework for marketing management. It is hoped that students can utilize the usefull marketing concepts on thier works through this study. Students also can learn some marketing experience with case study.

尊重智慧財產權，請勿非法影印。