朝陽科技大學 094學年度第2學期教學大綱
Research in Marketing and Raises funds 行銷與募款專題研究

當期課號	1960	Course Number	1960
授課教師	謝儒賢	Instructor	HSIEH,RU SHIAN
中文課名	行銷與募款專題研究	Course Name	Research in Marketing and Raises funds
開課單位	社會工作系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程將整合理論與實務，並以實際募款案例帶引同學將專業知識實際操作於實務工作上，以讓同學能學以致用，在修完此課程後能撰寫與操作專業募款方案。	Objectives	This curriculum the conformity theory and the solid service, and to the reality raises funds the case to lead the schoolmate to work specialized knowledge actual operation Yu Shihwu on, enables the schoolmate to study for the purpose of application, after repairs this curriculum to be able specialized to compose the AND-OPERATION to raise funds the plan.
教材	1.Norton M.(1996).The worldwide fundraiser's handbook: A guide to fundraising for southern NGOs and voluntary organization.London: Directory of Social Change in association with the International Fund Raising Group. 2.Roberts,T.(1999).The funding revolution: New routes to project fundraising.London:Falmer Press. 3.授課講義	Teaching Materials	
成績評量方式	1.課程參與30% 2.期中考30% 3.期末專題報告	Grading	1.to participate in discussion in the classroom 2.the mid-term exam 3.the final report
教師網頁	http://www.cyut.edu.tw/~swdept/cmain.htm		
教學內容	社會福利機構或非營利組織處在資源不穩定的環境中運作，因此組織需持續性的從事勸募工作。然而募款是有一些原理原則可以遵循或加以運用的，事實上，募款是一種「交換過程」，組織用什麼樣的價值跟別人交換？但是在募款的過程中，一般人只看到募款外顯行爲這個部份，而鮮少思考組織爲什麼要募款這個層次的議題。因此，在談募款時，應先問「組織爲什麼需要募款」？募款的目的爲何？職是之故，本課程將整合理論與實務，並以實際募款案例帶引同學將專業知識實際操作於實務工作上，以讓同學能學以致用，在修完此課程後能撰寫與操作專業募款方案。	Syllabus	Every organization needs money to survive- to meet project cost and develop program for the future, to pay the wages and salaries of its straff and all the office, to keep buildings and vehicles in a good state of repair and to pay for new equipment.Therefore,how to attract resources is extremely important componentto nonprofit organizations.For that reason,this course will help students to develop their ability to fundraising in order to meet the challenges of the future.

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