朝陽科技大學 094學年度第2學期教學大綱
Marketing Information Management 行銷資訊系統

當期課號	1977	Course Number	1977
授課教師	薛夙珍	Instructor	HSUEH,SUE CHEN
中文課名	行銷資訊系統	Course Name	Marketing Information Management
開課單位	資訊管理系(二日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	行銷決策的正確，有賴於各種行銷資訊的提供。藉由蒐集與分析各樣的行銷資訊，而能充分地掌握顧客的需求，達成有效地顧客關係管理（Customer Relationship Management，簡稱爲CRM）。因此希望藉由本課程，可以深入瞭解行銷資訊與其重要性、資訊蒐集與分析概念與技術，將其應用在行銷管理上，以增進行銷決策的效能與效率。	Objectives	The major subjects of this course are as follows： As marketing environments become more complicated, market scopes keep expanding, business face keen market competitions. Marketing managers need sufficient, timely, and reliable marketing information as references for making marketing decisions and plans. The topics of this course are comprised of value of marketing information, marketing information system, research planning, marketing information gathering, analysis of marketing information, and predictions using marketing information. The emphasis is on the collection and analysis of marketing information. Important concepts and techniques which includes questionnaire design, experiments design, visiting, and various statistic methods will be lectured. These issues provide appropriate marketing information and the quality of marketing decisions is increased. In summary, the correctness of marketing decisions lie on the provision of complete marketing information. The objective of this course is to give an in-depth understanding of various concepts and techniques of marketing information, which can be applied to improve the efficiency and performance of marketing decisions.
教材	1. Oracle 11i CRM。 2. Marshall著，何淑薰、黃志仁譯，行銷資訊系統，高立書局，民國88年。 3. WayLand & Cole著，邱振儒譯，客戶關係管理，商周書局，1999。4. 吳旭志、賴淑貞譯，Michael J. A. Berry & Gordon S. Linoff著，資料採礦理論與實務—顧客關係管理的技巧與科學，數博網，2001。	Teaching Materials	
成績評量方式	1. 作業 &期中考 55% 2. 期末報告 30% 3. 課堂參與與個案討論 20%	Grading	1. assignment, mid-term exam. 55% 2. final report 30% 3. class participation & case discsuuion 20%
教師網頁			
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教學內容	資訊與其重要性、資訊蒐集與分析概念與技術，將其應用在行銷管理上，以增進行銷決策的效能與效率。	**Syllabus**	reliable marketing information as references for making marketing decisions and plans. The topics of this course are comprised of value of marketing information, marketing information system, research planning, marketing information gathering, analysis of marketing information, and predictions using marketing information. The emphasis is on the collection and analysis of marketing information. Important concepts and techniques which includes questionnaire design, experiments design, visiting, and various statistic methods will be lectured. These issues provide appropriate marketing information and the quality of marketing decisions is increased. In summary, the correctness of marketing decisions lie on the provision of complete marketing information. The objective of this course is to give an in-depth understanding of various concepts and techniques of marketing information, which can be applied to improve the efficiency and performance of marketing decisions.

尊重智慧財產權，請勿非法影印。