

朝陽科技大學 095學年度第1學期教學大綱
Marketing Management 行銷管理

當期課號	3625	Course Number	3625
授課教師	林道明	Instructor	LIN,DOW MIN
中文課名	行銷管理	Course Name	Marketing Management
開課單位	應用外語系(二進)四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為國際企業人才。商業英語文之訓練亦為重要課題，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	Making Business Decisions and website supplements	Teaching Materials	Making Business Decisions and website supplements
成績評量方式	30% Mid-term exam 20% Presentation 10% attendance 40% final term paper	Grading	30% Mid-term exam 20% Presentation 10% attendance 40% Final term paper
教師網頁	-		
教學內容	本課程將學習國際行銷企劃之各項步驟，再以國際商業個案為其學習經驗，結合理論及實務之訓練。英語之cases口頭簡報及期末之書面行銷報告為訓練之重點。	Syllabus	We're going to learn the processes of International marketing. We'll also combine the theories and the cases in order to create students to have the international marketing thinkings and conceptions.

尊重智慧財產權，請勿非法影印。