

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

當期課號	7313	Course Number	7313
授課教師	李延熹	Instructor	LEE, YAN SHEI
中文課名	行銷管理專題	Course Name	Seminar of Marketing Management
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要目標在使學生有能力對行銷管理的問題確認，分析，進而發展行銷策略，及制訂決策。此課程協助學生學習現代行銷的重要觀念與內容。	Objectives	The primary goal of this course is aimed at enhancing participants' capacity for problem identification, issue analysis, strategy developing, and decision-making with respect to marketing management. This course is designed to help the students learn the basic concepts of modern marketing. The basic objectives of this course are to provide student with a broad introduction to marketing concepts.
教材	Marketing: An Introduction Consumer Behavior	Teaching Materials	Marketing: An Introduction Consumer Behavior
成績評量方式	課堂報告 50% 期末報告 50%	Grading	oral report 50% final paper 50%
教師網頁	-		
教學內容	本課程教學包含兩大主題 行銷學原理與商業心理學	Syllabus	This course is to train students to cope with the increasingly important studies of marketing and business psychology.

尊重智慧財產權，請勿非法影印。