朝陽科技大學 095學年度第2學期教學大綱
Marketing 行銷學

當期課號	1744	Course Number	1744
授課教師	廖昭昌	Instructor	Liao,Chao Chang
中文課名	行銷學	Course Name	Marketing
開課單位	工業設計系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程之目標在使學生瞭解行銷學之基本概念，及市場調查之原理、作業程序、以及進行之注意要點等。使其在未來從事設計工作時除具有正確之市場行銷概念及使用者導向之設計理念以外；亦能熟知進行市場調查之正確時機與進行方式，以期確實有助於適當設計策略之研擬，並進而因此提高其設計之價值。	Objectives	《Objectives》： Introducing basic Marketing Concepts, as well as concepts,Principles, procedures concerning Marketing Survey. Aiming at enhancing marketing awareness among students, and providing them with the knowledge on marketing survey. These understanding will be beneficial in enabling them of formulating viable design strategies which will hopefully lead to better “Marketable Products”in their future career as product designer. 《Contents》： (1)Marketing Concepts for Designers. (2)Principles of Marketing Survey. (3)Procedures of Marketing Survey. (4)Principles and Procedures of Questionnaire Design and Conducting Survey.
教材	一.教師自編講義 二.指定參考用書David Stokes"Marketing" 學富文化出版"行銷學"顧宣宣、郭建志翻譯	Teaching Materials	1. Handouts 2. David Stokes"Marketing"
成績評量方式	一.上課出勤與參與度 30% 二.期中考 30% 三.小組個案研討及報告發表 40%	Grading	1.Learning Attitute 30% 2.Mid-Exam 30% 3.Case Study and Presentation(Term Paper) 40%
教師網頁	_		
教學內容	2/28 國定假日 3/07 課程介紹 3/14 行銷的意義 3/21 市場實地查訪 3/28 行銷企劃與環境分析 4/11 消費者與競爭者 4/18 消費行爲 4/25 期中考 5/02 行銷策略 5/09 產品之特性與策略 5/16 價格 5/23 促銷行爲 5/30 通路設計 6/06 個案研究發表 6/13 個案研究發表 6/20 個案研究發表 6/27 個案研究發表	Syllabus	3/07 Introducing the Program 3/14 Definition of Marketing 3/21 Marketing Investment 3/28 Marketing Planning and Environment Analysis 4/11 Consumer and Competitor 4/18 Consumer Behavior 4/25 Mid-Exam 5/2 Marketing Stratigies 5/9 Features and Stategies of Product 5/16 Pricing 5/23 Promoting Activities 5/30 Placing 6/06 Case Study and Presentation 6/13 Case Study and Presentation 6/20 Case Study and Presentation 6/27 Case Study and Presentation

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