朝陽科技大學 095學年度第2學期教學大綱
Marking and Management for Early Childhood Education Business 幼教事業行銷與管理

當期課號	3644	Course Number	3644
授課教師	林鴻璋	Instructor	HONG,CHANG LIN
中文課名	幼教事業行銷與管理	Course Name	Marking and Management for Early Childhood Education Business
開課單位	幼兒保育系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	在教育行銷觀念的日受重視下，幼教事業如何運用行銷管理概念成爲從事教保工作人員重要課題。本課程從行銷管理的基本概念和理論基礎，藉由市場調查以了解家長需求，進行幼教內外環境SWOT分析，研擬各種行銷策略組合，培養幼教事業行銷正確觀念與能力。	Objectives	The concept of educational marketing has gained increased attention. How to apply marketing and management concepts has become an important subject for workers in early child care business. The course is aimed to study the concepts of marketing and management, to learn parents' needs based on marketing survey research, to conduct SWOT analyses of child care organizations, to propose marketing strategies, and to cultivate correct concepts and abilities in marketing and management of early care and education industries.
教材	自編教材。曾光華 (2004)．行銷管理．高雄：前程。汪仲譯．Dan S. Acuff & Robert H.Reiher原著（1999）．兒童行銷．台北：商周。王居卿等譯（2002）．Bearden,Ingram & LaForge原著．行銷學原理與觀點．高雄：前程。林鴻璋（2003）．台商投資大陸幼兒園經營策略之個案研究：台中：駿業。鍾榮中（2003）．幼教服務市場消費行爲之研究．大業大學事業經營研究所碩士論文，未出版。	Teaching Materials	
成績評量方式	上課參與/出席10%、分組討論10%、平時作業20%、期中報告30%、期末報告30%	Grading	1. Class participation and attendance 10% 2. Panel discussion 10% 3. Assignments 20% 4. Midterm presentation 30% 5. Final presentation 30%
教師網頁			
教學內容	本課程主要是讓學生瞭解現代行銷管理策略於幼教事業組織之運作方法。藉由市場調查以了解家長需求，進行幼教內外環境SWOT分析以研擬競爭策略，推動幼教事業行銷組合，建立學生行銷管理能力。	Syllabus	The main purpose of this course is to study the concept of marketing and management in early child education related enterprises. Students can understand parents' needs according to market research and study competition and marketing strategies in kindergarten & day care organization by using SWOT analysis.

尊重智慧財產權，請勿非法影印。