# 朝陽科技大學 096學年度第1學期教學大綱
# Marketing 行銷學

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| 當期課號 | 3434 | Course Number | 3434 |
| 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(四進)五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》：<br>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.<br>《Contents》：<br>(1)Marketing Concepts for Designers.<br>(2)Principles of Marketing Survey.<br>(3)Procedures of Marketing Survey.<br>(4)Principles and Procedures of Questionnaire Design and Conducting Survey. |
| 教材 | | Teaching Materials | |
| 成績評量方式 | | Grading | |
| 教師網頁 | | | |
| 教學內容 | | Syllabus | |

尊重智慧財產權，請勿非法影印。