朝陽科技大學 096學年度第1學期教學大綱
Special Topics of Insurance Marketing 保險行銷專題

當期課號	7628	Course Number	7628
授課教師	王言	Instructor	
中文課名	保險行銷專題	Course Name	Special Topics of Insurance Marketing
開課單位	保險金融管理系碩士在職專班三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	1.使學生具保險行銷研究及理論等相關基本知識 2.使學生能熟悉保險行銷理論及應用在銷售及行銷企劃上 3.使學生具保險金融從業人員及研究人員之專業態度 4.可做爲學生未來學習行銷研究之基礎	Objectives	1.Enabling students to have basic knowledge of insurance marketing research and theories. 2.Enabling studentsAble to to be familiar with insurance marketing theories and application in sales and marketing planning. 3.Enabling students to have professional attitudes of personnel in insurance and finance industry and research personnel. 4. Serving as students' foundation of future study of marketing research.
教材	作筆記	Teaching Materials	Taking notes
成績評量方式	簡報作業(期末)	Grading	Presentation(final)
教師網頁	_		
教學內容	1.有形產品行銷 2.無形產品行銷 3.跨業行銷 4.行銷人員生產力評估 5.諮商管理 6.保險行銷主題研究討論	Syllabus	1.Tangible marketing 2.Intangible marketing 3.Cross selling 4.Productivity assessment 5.Counseling management 6.Insurance sales research study

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