

**朝陽科技大學 096學年度第2學期教學大綱**  
**Administration and marketing of NGO 非營利組織經營管理與行銷**

當期課號	0297	Course Number	0297
授課教師	魏彰志	Instructor	,
中文課名	非營利組織經營管理與行銷	Course Name	Administration and marketing of NGO
開課單位	校訂選修(日間部)	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	非營利組織範疇中有很多需要專業的領域，如何做好志工管理、招募與訓練？如何做好行銷、該不該行銷？與行銷時的媒體選擇等等課題。本課程針對這些有關非營利組織的議題並加研討，供學生參酌並於未來投入非營利組織。	Objectives	The scope of NPO consist many fields of expertise, like the issues of management, recruit and training of volunteer, marketing of NGO and its issue of media selection etc., all the NGO issues can be arisen and discussed in this course to increase the students' interesting and dedication of NGO in the future.
教材	非營利事業管理－議題導向與管理策略 文京出版社	Teaching Materials	Non-profit Organization-Issue Orientation
成績評量方式	期中考30% 期末報告40% 平常成績30%	Grading	Mid-term 30% Final report 40% Discussion 30%
教師網頁	-		
教學內容	週次 教學進度及內容 1課程規劃及說明/認識非營利組織 2認識非營利組織 3非營利組織與人生意義 4台灣地區非營利組織的現況與發展 5非營利組織宗旨使命與願景管理 6非營利組織資源爭取與開發 7中部非營利組織介紹 8期中座談會 9期中考 10非營利組織事業經營經驗分享及分組 11非營利組織參訪 12非營利組織之行銷管理與參訪分享 1314非營利組織活動企劃與方案撰寫與參訪分享 1516非營利組織活動企劃與方案撰寫實作 1718非營利組織活動企劃方案發表	Syllabus	1.Introduction and basic knowledge of NGO 2.Advance knowledge of NGO 3.Meaning of NGO for human life 4.Status and development of Taiwan's NGO. 5.Vision and Objectives of NGO 6.NGO's resources 7.Introduction of Mid-Taiwan's NGO 8.Mid-term symposium 9.Mid-term Exam. 10.Sharing and group discussion of administration of NGO 11.Touring and survey of NGO 12-13.Marketing of NGO and its survey and sharing. 14-15.Proposal of NGO's program and its survey and sharing. 16-17.Practical exercise of NGO's Proposal 18.Briefing and publication of NGO's Proposal

尊重智慧財產權，請勿非法影印。