朝陽科技大學 096學年度第2學期教學大綱
Creative Marketing of Service Industry 服務業創意行銷

當期課號	1201	Course Number	1201
授課教師	黃淑琴	Instructor	HUANG,SHU CHIN
中文課名	服務業創意行銷	Course Name	Creative Marketing of Service Industry
開課單位	企業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程從完整的服務行銷議題與策略入門，爲因應知識經濟時代，利用腦力創造價值，本課程結合服務行銷與創意技術，除引導學生認識新興創意產業與服務產業，分享創意行銷案例外，也導入創意技術。讓學生不僅熟悉創意技術，更實地操演開發新服務與企劃創意行銷策略。根本目標則是激發同學們對創意與行銷的熱情與潛力。	Objectives	This course begins with an introduction of the issues of service marketing. In order to meet the needs of boosting brain's creative ability under the age of knowledge economy, the content of this course combines the knowledge of service marketing and innovative techniques. The techniques of innovation are to be introduced in class in addition to the case study for students to be familiar with newly emerged industries. By doing this, students will be able to apply the techniques that they have learned into practice, regarding the creation of the new types of service business and the process of strategic marketing planning. To sum up, this course aims at arousing students' enthusiasms and their potentials of creativity and marketing.
教材	隨堂講義爲主。	Teaching Materials	
成績評量方式	出席與參與(實體)：20% 課堂活動：35% 創意服務體驗分享：45%	Grading	Participation 20% Exercise Results 35% Grouping Report 45%
教師網頁			
教學內容	知識經濟的時代，首重腦力價值，如何發掘創意潛能，並且應用於服務行銷的工作範疇，是本課程的教育宗旨。 參與本課程同學將能享受教育部創意發想與實踐計畫資源，並以活潑有趣且多元方式教學，包括成功創意案例分享、創意工具練習等。 包含六大內容： 1.服務管理概論 2.服務行銷五大議題 3.服務創意行銷組合 4.創意主題店 5.創意服務業：創意新價值 6.創意技術介紹與應用 7.創意服務開發	Syllabus	As the value of brain's ability has been emphasized under the age of knowledge economy, the main purpose of this course is to arouse students' enthusiasms and their creative potentials in the field of marketing service. The students in this class are able to utilize the resource provided by the Ministry of Education. Also, a variety of teaching methods will be applied to enrich the content of instruction, including case study for sharing innovative experience of the successful case, film viewing, or demo made by the export of innovation and the practice for the techniques of innovation. This course covers seven major areas: 1. a general introduction of service industry management; 2. five major issues of service marketing: 3. a combination of marketing and innovation; 4. experiential marketing; 5. discussions of newly emerged creative service industries; 6. an introduction and application for the techniques of innovation;

			7. an exploration of new service industries.

尊重智慧財產權，請勿非法影印。