# 朝陽科技大學 096學年度第2學期教學大綱
# Marketing Information Management 行銷資訊系統

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| 當期課號 | 2241 | Course Number | 2241 |
| 授課教師 | 柯秀佳 | Instructor | KO,HSIU CHIA |
| 中文課名 | 行銷資訊系統 | Course Name | Marketing Information Management |
| 開課單位 | 資訊管理系(二日)四A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 行銷決策的正確，有賴於各種行銷資訊的提供。藉由蒐集與分析各樣的行銷資訊，而能充分地掌握顧客的需求，達成有效地顧客關係管理（Customer Relationship Management，簡稱爲CRM）。因此希望藉由本課程，可以深入瞭解行銷資訊與其重要性、資訊蒐集與分析概念與技術，將其應用在行銷管理上，以增進行銷決策的效能與效率。 | Objectives | The major subjects of this course are as follows： As marketing environments become more complicated, market scopes keep expanding, business face keen market competitions. Marketing managers need sufficient, timely, and reliable marketing information as references for making marketing decisions and plans. The topics of this course are comprised of value of marketing information, marketing information system, research planning, marketing information gathering, analysis of marketing information, and predictions using marketing information. The emphasis is on the collection and analysis of marketing information. Important concepts and techniques which includes questionnaire design, experiments design, visiting, and various statistic methods will be lectured. These issues provide appropriate marketing information and the quality of marketing decisions is increased. In summary, the correctness of marketing decisions lie on the provision of complete marketing information. The objective of this course is to give an in-depth understanding of various concepts and techniques of marketing information, which can be applied to improve the efficiency and performance of marketing decisions. |
| 教材 | 莊煥銘、劉文良、羅智耀著(2006)，行銷資訊系統—企業e化觀點，博碩文化。 | Teaching Materials | 莊煥銘、劉文良、羅智耀著(2006)，行銷資訊系統—企業e化觀點，博碩文化。 |
| 成績評量方式 | 作業與課堂參與:30%<br>期中考: 30%<br>期末分組報告 40% | Grading | Homework and class Participation &: 30%<br>Midterm Exams: 30%<br>Final group project and report 40% |
| 教師網頁 | http://www.cyut.edu.tw/~hcko | | |
| 教學內容 | 本課程主要在於介紹資訊科技如何協助企業進行有效的行銷。課程主題將包含各式行銷資料的收集、處理、及分析，以期提供有用的資訊供企業做好行銷的管理以及顧容關係管理。 | Syllabus | The objective of this course is to introduce how IT can be used to assist performing effictive marketing strategies for enterprises. The major subjects of this course include data collection, process, and analysis. The analyis results of marketing information systmes can be applied to improve the efficiency and performance of marketing decisions and customer relationship managements. |

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