

朝陽科技大學 096學年度第2學期教學大綱  
Marketing Management 行銷管理

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| 當期課號   | 2291   | Course Number      | 2291  |
| 授課教師   | 李富民  | Instructor         | LEE,FU MING   |
| 中文課名   | 行銷管理   | Course Name        | Marketing Management  |
| 開課單位   | 資訊管理系(四日)二B  | Department         |   |
| 修習別    | 選修   | Required/Elective  | Elective  |
| 學分數    | 3  | Credits            | 3   |
| 課程目標   | 本課程的教學目的在於使學生吸收相關的行銷管理的知識,並懂得理論之應用。本課程是所有相關之行銷課程之基礎,被視為未來許多進階之行銷相關課程之基石,在此課程中將儘量呈現在學術與實務上有關行銷問題之因果關係,以供學生之實務應用。      | Objectives         | The goal of the course of Marketing Management is primarily that takes an exciting new direction in its quest to guide new marketing students down the intriguing, discovery-laden road to learning marketing . And we attempt to help students master the basic concepts and practices of modern marketing in an enjoyable and practical way . Achieving this goal involves a constant context for the best balance among the "three pillars" that support the text ---theories and concepts, practice and applications, and pedagogy. |
| 教材     | Please refer to instructor's Web site<br><a href="http://www.cyut.edu.tw/~fmlee/">http://www.cyut.edu.tw/~fmlee/</a> | Teaching Materials | Please refer to instructor's Web site<br><a href="http://www.cyut.edu.tw/~fmlee/">http://www.cyut.edu.tw/~fmlee/</a>  |
| 成績評量方式 | Please refer to instructor's Web site<br><a href="http://www.cyut.edu.tw/~fmlee/">http://www.cyut.edu.tw/~fmlee/</a> | Grading            | Please refer to instructor's Web site<br><a href="http://www.cyut.edu.tw/~fmlee/">http://www.cyut.edu.tw/~fmlee/</a>  |
| 教師網頁   | <a href="http://www.cyut.edu.tw/~fmlee/">http://www.cyut.edu.tw/~fmlee/</a>  |                    |   |
| 教學內容   | Please refer to instructor's Web site<br><a href="http://www.cyut.edu.tw/~fmlee/">http://www.cyut.edu.tw/~fmlee/</a> | Syllabus           | Please refer to instructor's Web site<br><a href="http://www.cyut.edu.tw/~fmlee/">http://www.cyut.edu.tw/~fmlee/</a>  |

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