朝陽科技大學 097學年度第1學期教學大綱
Marking and Management for Early Childhood Education Business 幼教事業行銷與管理

當期課號	2399	Course Number	2399
授課教師	謝京含	Instructor	Hsieh,Ching Han
中文課名	幼教事業行銷與管理	Course Name	Marking and Management for Early Childhood Education Business
開課單位	幼兒保育系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	在教育行銷觀念的日受重視下，幼教事業如何運用行銷管理概念成爲從事教保工作人員重要課題。本課程從行銷管理的基本概念和理論基礎，藉由市場調查以了解家長需求，進行幼教內外環境SWOT分析，研擬各種行銷策略組合，培養幼教事業行銷正確觀念與能力。	Objectives	The concept of educational marketing has gained increased attention. How to apply marketing and management concepts has become an important subject for workers in early child care business. The course is aimed to study the concepts of marketing and management, to learn parents' needs based on marketing survey research, to conduct SWOT analyses of child care organizations, to propose marketing strategies, and to cultivate correct concepts and abilities in marketing and management of early care and education industries.
教材	教育行銷學（2006）吳炳銅著 冠學文化 余朝權（2001）現代行銷學。台北：五南 方世榮（2000）行銷學原理。臺北：東華 吳百祿譯（2003）托育機構經營與管理。台北：華騰 李文正、張幼珠譯（1999）成功的托教行政管理。台北：光佑	Teaching Materials	
成績評量方式	分組報告 50% 讀書心得 30% 課堂參與 20%	Grading	Group report 50% Reading report 30% Participation 20%
教師網頁			
教學內容	本課程將探討教育行銷的基本概念，以及托育機構對行銷策略的認知與運用情形，讓學生了解幼教產業應導入企業化的管理策略，以提升托育機構的教育品質與競爭力。本課程進行方式採課堂講述、個案分析、小組討論與報告方式，並提供幼教產業行銷策略的個案，透過SWOT分析托育機構的內外環境，讓學生運用行銷學的4Ps擬定行銷策略與目標，幫助學生了解行銷管理對經營托育機構的重要性。	Syllabus	This course is to discuss the fundamental concepts of marketing, and furthermore, for preschool to understand the usage of marketing strategy. In order to have students fully understood in commercial marketing strategy and to elevate the quality and competitiveness of preschool , this course is learned through class lectures, analyzes of given cases, small group discussions, presentations, and providing successful marketing strategies from different preschool . By using SWOT to analyze inner and outer environment of preschool educational , it is to let students fully use of 4P strategy and goal in marketing. Overall, this course is to let students understand the importance of marketing towards preschool .

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