

朝陽科技大學 097學年度第1學期教學大綱
Marketing Management 行銷管理

當期課號	3230	Course Number	3230
授課教師	謝宗樺	Instructor	HSIEH,TZUNG HUA
中文課名	行銷管理	Course Name	Marketing Management
開課單位	休閒事業管理系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	藉由單元主題講授,實務個案研究,建構學生對行銷管理理論架構之理解,培養學生具備實際行動之知識技術與能力。	Objectives	through the programmed unit lecturing and case study to build students" understanding about marketing theory, and to enhance students" practical knowledge, skill and ability of marketing management.
教材	1.劉亦欣(2008),行銷管理實務與應用(二版),新文京開發出版。 2.課堂個案。	Teaching Materials	1.Liu,i shin(2008), Practice and Application of Marketing Management, New wun ching development publishing Co.,LTD. 2.Case study
成績評量方式	1.期中考:30% 2.個案報告:60% 3.上課參與:10%	Grading	1.Mid-term exam.:30% 2.Case report:60% 3.Class participation:10%
教師網頁	-		
教學內容	本課程從完整的行銷管理之議題與程序導入,著重行銷機會與策略發展,以及發展行銷組合。引導學生認識行銷,分享行銷案。具體目標有三:1.建立以顧客為中心的經營管理理念。2.學習如何選擇顧客,瞭解顧客需求,以發展行銷策略與任務;3.激發學生對行銷的熱情與潛力。	Syllabus	This course is designed to help students learn the basic concepts of modern marketing in a managerial orientation way. It focuses on the major decisions that marketing managers face in their efforts to harmonize the objectives and resources of the organization with the needs and opportunities in the marketplace. Moreover, this class attempts to cover all the topics that a marketing manager needs to know, if time is permitted. It includes the main issues faced in strategic, tactical, and administrative marketing. Some recent developed topics, such as database marketing, internet marketing are also included.

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