

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

當期課號	7326	Course Number	7326
授課教師	張甫任	Instructor	,
中文課名	行銷管理專題	Course Name	Seminar of Marketing Management
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要目標在使學生有能力對行銷管理的問題確認，分析，進而發展行銷策略，及制訂決策。此課程協助學生學習現代行銷的重要觀念與內容。	Objectives	The primary goal of this course is aimed at enhancing participants' capacity for problem identification, issue analysis, strategy developing, and decision-making with respect to marketing management. This course is designed to help the students learn the basic concepts of modern marketing The basic objectives of this course are to provide student with a broad introduction to marketing concepts.
教材	行銷研究:研究方法與實例應用 呂長民著 前程企業 台北縣 民國90年	Teaching Materials	Marketing Resesrch :Research Methods and Case Study
成績評量方式	繳交報告、小組討論	Grading	
教師網頁	-		
教學內容	觀念部分： 以行銷研究在企業經營所扮演的角色及應用的範疇，並討論如何進行行銷研究。 理論部分： 主要在如何對問卷加以設計、討論對態度量表如何設計與考量、討論如何進行抽樣設計，並對各種研究方法作討論。 實證部分： 透過實例以SPSS/PC+統計軟體，對收集的資料作整理、分析與研判。	Syllabus	Idea part: Sells the research the role and the application category which manages in the enterprise acts, and how discusses conducts the marketing research. Theory part: How mainly in designs, the discussion to the questionnaire how designs and the consideration to the manner meter, discusses how carries on the sampling design, and makes the discussion to each research technique. Real diagnosis part: The penetration example by the SPSS/PC+ statistics software, makes the reorganization, the analysis and the evaluation to the collection material.

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