

朝陽科技大學 097學年度第1學期教學大綱  
Special Topics of Insurance Marketing 保險行銷專題

當期課號	7607	Course Number	7607
授課教師	康裕民	Instructor	
中文課名	保險行銷專題	Course Name	Special Topics of Insurance Marketing
開課單位	保險金融管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	1.使學生具保險行銷研究及理論等相關基本知識 2.使學生能熟悉保險行銷理論及應用在銷售及行銷企劃上 3.使學生具保險金融從業人員及研究人員之專業態度 4.可做為學生未來學習行銷研究之基礎	Objectives	1.Enabling students to have basic knowledge of insurance marketing research and theories. 2.Enabling studentsAble to to be familiar with insurance marketing theories and application in sales and marketing planning. 3.Enabling students to have professional attitudes of personnel in insurance and finance industry and research personnel. 4. Serving as students' foundation of future study of marketing research.
教材	Selling, Sales Management	Teaching Materials	
成績評量方式	書面報告 25% 上台 25% 平時成績 25% 考試 25%	Grading	Report 25% Presentation 25% Class 25% Exam. 25%
教師網頁	-		
教學內容	本課程主要的內容分為兩大部分:第一部分為推銷技巧, 第二部分為營業處的經營管理	Syllabus	There are two parts in this course. First one is about Selling Skills, and second part is about Agency Management

尊重智慧財產權，請勿非法影印。