朝陽科技大學 097學年度第2學期教學大綱
Marketing 行銷學

當期課號	1952	**Course Number**	1952
授課教師	廖昭昌	**Instructor**	Liao,Chao Chang
中文課名	行銷學	**Course Name**	Marketing
開課單位	工業設計系(四日)二A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	2	**Credits**	2
課程目標	本課程之目標在使學生瞭解行銷學之基本概念，及市場調查之原理、作業程序、以及進行之注意要點等。使其在未來從事設計工作時除具有正確之市場行銷概念及使用者導向之設計理念以外；亦能熟知進行市場調查之正確時機與進行方式，以期確實有助於適當設計策略之研擬，並進而因此提高其設計之價值。	**Objectives**	《Objectives》： Introducing basic Marketing Concepts, as well as concepts,Principles, procedures concerning Marketing Survey. Aiming at enhancing marketing awareness among students, and providing them with the knowledge on marketing survey. These understanding will be beneficial in enabling them of formulating viable design strategies which will hopefully lead to better “Marketable Products”in their future career as product designer. 《Contents》： (1)Marketing Concepts for Designers. (2)Principles of Marketing Survey. (3)Procedures of Marketing Survey. (4)Principles and Procedures of Questionnaire Design and Conducting Survey.
教材	1.老師自製講義 2.參考書 曾光華：行銷學原理/前程文化	**Teaching Materials**	1.Handouts 2.Reference Book: Principles of Marketing/ www.fcmc.com.tw
成績評量方式	1.閱讀個案獨立研究 50% 2.測驗 30% 3.上課平時表現(含出席狀況) 20%	**Grading**	1.Term Paper for Independent Case Study 50% 2.Mid-Exam 30% 3.Attitude 20%
教師網頁	http://tw.myblog.yahoo.com/ndsc8888		
教學內容	1.行銷的意義與內涵 2.消費者行爲 3.市場區隔 4.產品組合 5.新產品規劃與生命週期 6.顧客關係管理 7.定價策略 8.通路管理 9.廣告與促銷 10.產業競爭分析 11.個案獨立研究報告分享 12.測驗	**Syllabus**	1.Marketing: An Overview 2.Consumer Buying Behavior 3.Marketing Segmentation 4.Products Mix 5.New Product Planing and Life Cycle 6.Customers Relationship Management 7.Pricing 8.Destribution 9.The Promotion Mix 10.Bussiness Competition Analysis 11.Term Paper for Independent Case Study 12.Mid-Exam

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