朝陽科技大學 097學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	2573	Course Number	2573
授課教師	李富民	Instructor	LEE,FU MING
中文課名	行銷管理	Course Name	Marketing Management
開課單位	資訊管理系(四日)二C	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程的教學目的在於使學生吸收相關的行銷管理的知識,並懂得理論之應用。本課程是所有相關之行銷課程之基礎,被視爲未來許多進階之行銷相關課程之基石,在此課程中將儘量呈現在學術與實務上有關行銷問題之因果關係,以供學生之實務應用。	Objectives	The goal of the course of Marketing Management is primarily that takes an exciting new direction in its quest to guide new marketing students down the intriguing, discovery-laden road to learning marketing . And we attempt to help students master the basic concepts and practices of modern marketing in an enjoyable and practical way . Achieving this goal involves a constant context for the best balance among the "three pillars" that support the text ---theories and concepts, practice and applications, and pedagogy.
教材	Please refer to instructor's Web site http://www.cyut.edu.tw/~fmlee/	Teaching Materials	Please refer to instructor's Web site http://www.cyut.edu.tw/~fmlee/
成績評量方式	Please refer to instructor's Web site http://www.cyut.edu.tw/~fmlee/	Grading	Please refer to instructor's Web site http://www.cyut.edu.tw/~fmlee/
教師網頁	http://www.cyut.edu.tw/~fmlee/		
教學內容	Please refer to instructor's Web site http://www.cyut.edu.tw/~fmlee/	Syllabus	Please refer to instructor's Web site http://www.cyut.edu.tw/~fmlee/

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