

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

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| 當期課號 | 3171 | Course Number | 3171 |
| 授課教師 | 張祐誠 | Instructor | , |
| 中文課名 | 行銷管理 | Course Name | Marketing Management |
| 開課單位 | 保險金融管理系(四進)二A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 1. 透過本課程的學習，增進同學對行銷的認識，並輔以個案討論 2. 讓學生能應用行銷管理知識於現實生活中 3. 使學生在討論互動中提高學習興趣與效果 4. 對未來無論是就業或創業有所助益 | Objectives | 1. Helping students to better understand marketing through case discussions. 2. Enabling students to apply marketing management knowledge in daily life. 3. Enabling students to enhance learning interest and effects in discussions. 4. The course helps students in employment and starting business in the future. |
| 教材 | 行銷學二板-林建煌_華泰 | Teaching Materials | Marketing management |
| 成績評量方式 | 平常成績40%,期中考30%,期末考30% | Grading | participation:40% mid-term:30% Final:30% |
| 教師網頁 | - | | |
| 教學內容 | 1.行銷概論與行銷環境 2.行銷策略與規劃 3.消費者行為 4.區隔行銷 5.通路策略 6.服務行銷 7.網路行銷 | Syllabus | 1.Marketing introduction and marketing environment 2.Marketing strategy and plan 3.Consumer behavior 4.Segment marketing 5.Marketing Channel 6.Service marketing 7.Network marketing |

尊重智慧財產權，請勿非法影印。