

朝陽科技大學 098學年度第1學期教學大綱
Practice of Marketing Planning 行銷企劃實務

當期課號	3114	Course Number	3114
授課教師	孫本禎	Instructor	SUN,BEN JEN
中文課名	行銷企劃實務	Course Name	Practice of Marketing Planning
開課單位	企業管理系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程為就業學程的一門課，其目的在透過不斷的練習，使學生熟習職場內各種可能的行銷企劃案之需求與規劃方式，並且能使用課堂所授“心智繪圖”的技巧，使規劃案能與眾不同而勝出。	Objectives	To help students obtain employment when they graduate from school, the course gives them various opportunities to practice the method of marketing planning. Especially, a tool MIND MAPPING will be given to make their planning different from others.
教材	1 TBSA商務企劃能力 2 第一次做企畫案就上手	Teaching Materials	TBSA Commercial business planning practice
成績評量方式	期中考30% 課堂參與及報告30% 期末考40%	Grading	Mid-term exam. 30% Oral and writing report 30% Final exam. 40%
教師網頁	-		
教學內容	<ol style="list-style-type: none"> 1 課程介紹 2 企劃工作導論 3 企劃人的專業主義 4 策略思考與策略分析 5 企劃人的生涯發展與時代趨勢 6 專業主義與創業家精神 7 生涯策略規劃導論 8 生涯目標管理與策略發展 9 期中考 10 生涯企劃與行動管理 11 企劃書的基本格式 12 企劃書的基本架構 13 行銷企劃流程 14 行銷目標與戰術 15 行銷目標與戰術 16 行銷企劃書撰寫 17 行銷企劃書撰寫 18 期末考試 	Syllabus	<ol style="list-style-type: none"> 1 Curriculum introduction 2 Business planning work introductory remarks 3 Business planning person's specialized principle 4 Strategy ponder and strategy analysis 5 Business planning person's profession development and time tendency 6 Specialized principle and undertaking spirit 7 Profession strategy plan introductory remarks 8 Profession management by objectives and strategy development 9 Mid-term exam. 10 Profession business planning and motion management 11 Business planning book basic format 12 Business planning book basic construction 13 Marketing business planning flow 14 Marketing goal and tactic 15 Marketing goal and tactic 16 Marketing business planning book composition 17 Marketing business planning book composition 18 Final exam.