

朝陽科技大學 098學年度第1學期教學大綱
Marketing Management in Leisure Industry 休閒事業行銷管理

當期課號	3235	Course Number	3235
授課教師	張几文	Instructor	Chang,Chi Wen
中文課名	休閒事業行銷管理	Course Name	Marketing Management in Leisure Industry
開課單位	休閒事業管理系(四進)二A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	藉由單元主題講授,實務個案研究,建構學生對行銷管理理論架構之理解,培養學生具備實際行動之知識技術與能力。	Objectives	Through the programmed unit lecturing and case study to build students' understanding about marketing theory, and to enhance students' practical knowledge, skill and ability of marketing management.
教材	採互動式教學 藉由投影片與光碟教學 由教材導入實際案例解說 休閒產業行銷成功實際案例觀摩	Teaching Materials	Adapting interactional instruction Using projector and CD instruction Case study into multi-media instructional interpretation Demonstration of successful case study in leisure/tourism industrial
成績評量方式	1.期中考試 (30%) 2.專題報告 (40%) 3.課堂參與回饋與貢獻考核 (30%)	Grading	1.M-terms examinations (30%) 2.Assignment (40%) 3.Contribution to presentation (30%)
教師網頁	-		
教學內容	觀光與餐旅行銷：概論 觀光與餐旅市場的環境趨勢 旅客行爲 顧客知覺價值、顧客關係與忠誠度 旅客體驗與體驗行銷 觀光市場區隔、目標市場與定位 觀光行銷研究 觀光產品和服務 觀光業之定價決策 觀光實體環境與服務人員 觀光業之通路決策 觀光業之推廣決策 觀光業之網路行銷 校外休閒產業行銷成功個案觀摩 休閒產業行銷個案分組專題報告	Syllabus	Tourism and Hospitality Marketing: Introduction Environmental Trends in Tourism and Hospitality Markets Tourist Behaviors Customer Perceived Value, Customer Relationship, and Loyalty Tourists' Experience and Experience Marketing Tourism Market Segmentation, Target Market and Positioning Tourism Marketing Research Tourism Products and Services Tourism Physical Environment and Service Personnel Pricing Decisions in Tourism Market Channel Decisions in Tourism Market Promotion Decisions in Tourism Market Internet Marketing in Tourism Market

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