

朝陽科技大學 098學年度第1學期教學大綱
Electronical Global Marketing Strategy 電子化行銷策略專題

當期課號	7126	Course Number	7126
授課教師	嚴國慶	Instructor	YAN,KUO QIN
中文課名	電子化行銷策略專題	Course Name	Electronical Global Marketing Strategy
開課單位	台灣產業策略發展博士學位學程一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	利用電子化商品或工具分析行銷策略	Objectives	Using essential marketing theories and methodology to posit industry and enhance electronic industry performance.
教材	The one to one fieldbook, By Don Peppers & Martha Rogers 好行銷，臉譜出版社	Teaching Materials	The one to one fieldbook, By Don Peppers & Martha Rogers 好行銷，臉譜出版社
成績評量方式	心得報告 50% 研討參與程度 50%	Grading	Presentation and Report 50% Interactive rate 50%
教師網頁	-		
教學內容	透過電子化元件及通訊手段，產業間的競合策略將會影響其市場行銷策略，本課程即在研討產業供應鏈內的行銷策略如何運用在電子化的媒介	Syllabus	The course aims to deepen the connection between the theory and practice of marketinf strategy through electrical devices, and to broaden the perspective to the practice of e-marketing in worldwide industries.

尊重智慧財產權，請勿非法影印。