朝陽科技大學 098學年度第2學期教學大綱
Leisure business originality marketing 休閒事業創意行銷

當期課號	1558	Course Number	1558
授課教師	李宜玲	Instructor	LI,YI LING
中文課名	休閒事業創意行銷	Course Name	Leisure business originality marketing
開課單位	休閒事業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	此課程分爲創意培養與行銷相關背景兩個部分，藉此訓練學生創意行銷的能力。	Objectives	This course is expecting the participants to experience the originality marketing situation. Lots of useful travel information will also be provided.
教材	自編單元講義 個案研討 行銷企劃提案	Teaching Materials	self-edited teaching materials industry case study marketing plan proposal
成績評量方式	出席狀況:10% 上課表現:20% 單元主題個案報告: 30% 行銷企劃提案:40%	Grading	attendance:10% discussion involvement:20% unit presentation : 30% marketing plan proposal : 40%
教師網頁	http://www.cyut.edu.tw/~yiling		
教學內容	藉由單元主題講授,實務個案研究,行銷企劃提案,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創意能力.	Syllabus	through the programmed unit lecturing and case study to build students' understanding about marketing theory, and to enhance students' practical knowledge, skill and creativity capabiility of marketing management.

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