# 朝陽科技大學 098學年度第2學期教學大綱
# Research in Marketing and Raises funds 行銷與募款專題研究

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| 當期課號 | 2575 | Course Number | 2575 |
| 授課教師 | 蕭琮琦 | Instructor | Hsiao,Chung Chi |
| 中文課名 | 行銷與募款專題研究 | Course Name | Research in Marketing and Raises funds |
| 開課單位 | 社會工作系(四日)四A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 本課程將整合理論與實務，並以實際募款案例帶引同學將專業知識實際操作於實務工作上，以讓同學能學以致用，在修完此課程後能撰寫與操作專業募款方案。 | Objectives | This curriculum the conformity theory and the solid service, and to the reality raises funds the case to lead the schoolmate to work specialized knowledge actual operation Yu Shihwu on, enables the schoolmate to study for the purpose of application, after repairs this curriculum to be able specialized to compose the AND-OPERATION to raise funds the plan. |
| 教材 | 1.俞玫姣譯(2005)。社會行銷。台北：五南。（原著：Kotler, P., Roberto, N.& Lee, N.(2002). Social Marketing: Improving the Quality of Life. Sage.）<br>2.許瑞妤等譯(2004)。非營利組織行銷-以使命爲導向。台北：揚智（原著：Brinckerhoff, Peter(2003). Mission-based Marketing: Positioning Your Non-for-profit in an Increasingly Competitive World. San Francisco: John Wiley & Sons）.<br>3.陳希林等譯(2002)。募款成功-義工與專家必讀。台北：五觀。（原著：Flanagan, Joan(2000). Successful Fundraising- A Complete Handbook for Volunteers and Professionals. The McGraw-Hill Companies, Inc.）<br>4.上課補充教材。 | Teaching Materials | 1.Kotler, P., Roberto, N.& Lee, N.(2002). Social Marketing: Improving the Quality of Life. Sage.<br>2.Brinckerhoff, Peter(2003). Mission-based Marketing: Positioning Your Non-for-profit in an Increasingly Competitive World. San Francisco: John Wiley & Sons.<br>3.Flanagan, Joan(2000). Successful Fundraising- A Complete Handbook for Volunteers and Professionals. The McGraw-Hill Companies, Inc.<br>4.Teaching handouts in the classes |
| 成績評量方式 | 1.期中、末考成績 40%<br>2.分組報告 30%<br>3.課堂參與及討論（含出席） 30% | Grading | 1. Midterm & Final Exam(40%)<br>2. Term paper & Group Report(30%)<br>3. Participation in the class(attendance included)(30%) |
| 教師網頁 | | | |
| 教學內容 | 一、課程目標：透過本課程之修習與討論，學生可以--<br>1.了解非營利組織社會行銷的觀念與方法<br>2.認識非營利組織募款規劃與執行<br>3.練習行銷與募款計畫的規劃與寫作<br><br>二、教學方法：本課程之教學方式包含--<br>1.行銷與募款專題講述<br>2.行銷與募款案例討論<br>3.學生分組習作報告與討論<br>4.專家演講等方式進行。<br>三、課程內容<br>1.非營利行銷與募款與社會議題的關聯<br>2.社會行銷與商業行銷的差異<br>3.社會行銷的環境分析<br>4.策略性社會行銷的規劃與運作管理<br>5.募款活動的議題選擇<br>6.社會資源的發掘與維繫<br>7.募款活動的舉辦<br>8.成功的社會行銷與募款案例研討 | Syllabus | A.Objectives of the class<br>1.To understand the concepts and methods of social marketing.<br>2. To recognize how to map out and conduct the fundraising in NPO.<br>3.To practise drawing out social marketing and fundraising plan.<br>B.Teaching methods:<br>1.To lecture the relative concepts<br>2.Discussing about the cases of social marketing and fundraising.<br>3.Groups exercises and discuss.<br>4.Lectures sharing by the invited professionals.<br>C.Contents of the course<br>1.social marketing and social issues<br>2.profit and non-profit marketing<br>3.Environment analysis of social marketing<br>4.Strategic social marketing management<br>5.Selection of fundraising themes<br>6.Exploitation and maintainace of |

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| | | | social resources<br>7.How to conduct a fundraising<br>8.Case study of social marketing and fundraising |

尊重智慧財產權，請勿非法影印。