朝陽科技大學 098學年度第2學期教學大綱
Creative Marketing of Service Industry 服務業創意行銷

當期課號	3139	Course Number	3139
授課教師	許嘉倫	Instructor	HSU,CHIA LUN
中文課名	服務業創意行銷	Course Name	Creative Marketing of Service Industry
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	本課程從完整的服務行銷議題與策略入門，爲因應知識經濟時代，利用腦力創造價值，本課程結合服務行銷與創意技術，除引導學生認識新興創意產業與服務產業，分享創意行銷案例外，也導入創意技術。讓學生不僅熟悉創意技術，更實地操演開發新服務與企劃創意行銷策略。根本目標則是激發同學們對創意與行銷的熱情與潛力。	Objectives	This course begins with an introduction of the issues of service marketing. In order to meet the needs of boosting brain's creative ability under the age of knowledge economy, the content of this course combines the knowledge of service marketing and innovative techniques. The techniques of innovation are to be introduced in class in addition to the case study for students to be familiar with newly emerged industries. By doing this, students will be able to apply the techniques that they have learned into practice, regarding the creation of the new types of service business and the process of strategic marketing planning. To sum up, this course aims at arousing students' enthusiasms and their potentials of creativity and marketing.
教材	曾光華：服務業行銷與管理 前程出版社	Teaching Materials	Book: Services Marketing and Managment Author: k.F Cheng Publishing: Chien-cheng publishing Co.
成績評量方式	出席與參與：20% 課堂活動：20% 期中考趣味行銷個案20% 創意行銷期末實例製作分享：40%	Grading	Participation 20% Exercise Results 20% middle Report 20% Grouping Report 40%
教師網頁			
教學內容	創意行銷的時代，不僅在於銷售，發掘創意潛力，更是規劃與執行行銷工作的最大利基，是本課程的主要目的。 本課程除了將基本的服務行銷做概念性的介紹，更完整包含了食衣住行各產業的業界專家，親臨分享創意所帶來的衝擊與成長。 包含五大內容： 1.服務管理概論 2.服務行銷五大議題 3.服務創意行銷組合 4.顧客關係管理 5.體驗行銷	Syllabus	This course begins with an introduction of the issues of service marketing. In order to meet the needs of boosting brain's creative ability under the age of knowledge economy, the content of this course combines the knowledge of service marketing and innovative techniques. 1. a general introduction of service industry management; 2. five major issues of service marketing: 3. a combination of marketing and innovation; 4.customer relationship management 5. experiential marketing;

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