朝陽科技大學 098學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	3183	Course Number	3183
授課教師	張祐誠	Instructor	,
中文課名	行銷管理	Course Name	Marketing Management
開課單位	保險金融管理系(四進)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1. 透過本課程的學習，增進同學對行銷的認識，並輔以個案討論 2. 讓學生能應用行銷管理知識於現實生活中 3. 使學生在討論互動中提高學習興趣與效果 4. 對未來無論是就業或創業有所助益	Objectives	1. Helping students to better understand marketing through case discussions. 2. Enabling students to apply marketing management knowledge in daily life. 3. Enabling students to enhance learning interest and effects in discussions. 4. The course helps students in employment and starting business in the future.
教材	行銷管理實務與運用-劉亦欣-新文京	Teaching Materials	Practice and Application of Marketing management
成績評量方式	平常成績40%,期中考30%,期末考30%	Grading	participation:40% mid-term:30% Final:30%
教師網頁	_		
教學內容	1.行銷概論與行銷環境 2.行銷策略與規劃 3.消費者行爲 4.區隔行銷 5.通路策略 6.服務行銷 7.網路行銷	Syllabus	1.Marketing introduction and marketing environment 2.Marketing strategy and plan 3.Consumer behavior 4.Segment marketing 5.Marketing Channel 6.Service marketing 7.Network marketing

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