

**朝陽科技大學 098學年度第2學期教學大綱**  
**Insurance Marketing 保險行銷**

<b>當期課號</b>	3195	<b>Course Number</b>	3195
<b>授課教師</b>	張祐誠	<b>Instructor</b>	,
<b>中文課名</b>	保險行銷	<b>Course Name</b>	Insurance Marketing
<b>開課單位</b>	保險金融管理系(四進)四A	<b>Department</b>	
<b>修習別</b>	必修	<b>Required/Elective</b>	Required
<b>學分數</b>	2	<b>Credits</b>	2
<b>課程目標</b>	1.使學生具保險行銷研究及理論等相關基本知識 2.使學生能熟悉保險行銷理論及應用在銷售及行銷企劃上 3.使學生具保險金融從業人員及研究人員之專業態度 4.可做為學生未來學習行銷研究之基礎	<b>Objectives</b>	1.Enabling students to have basic knowledge of insurance marketing study and theories. 2.Enabling students to be familiar with insurance marketing theories to be applied in sales and marketing planning. 3.Enabling students to have professional attitudes of insurance and finance industry and research personnel. 4.Serving as students' foundation on future study of marketing research.
<b>教材</b>	行銷管理實務與運用-劉亦欣-新文京	<b>Teaching Materials</b>	Practice and Application of Marketing management
<b>成績評量方式</b>	平常成績40%,期中考30%,期末考30%	<b>Grading</b>	participation:40% mid-term:30% Final:30%
<b>教師網頁</b>	-		
<b>教學內容</b>	1.保險行銷概論與行銷環境 2.保險行銷策略與規劃 3.保險消費者行為 4.保險區隔行銷 5.保險通路策略 6.保險服務行銷 7.保險網路行銷	<b>Syllabus</b>	1. Insurance Marketing introduction and marketing environment 2. Insurance Marketing strategy and plan 3. Insurance Consumer behavior 4. Insurance Segment marketing 5. Insurance Marketing Channel 6. Insurance Service marketing 7. Insurance Network marketing

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