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

當期課號	3195	Course Number	3195
授課教師	張祐誠	Instructor	,
中文課名	保險行銷	Course Name	Insurance Marketing
開課單位	保險金融管理系(四進)四A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	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.可做爲學生未來學習行銷研究之基礎	Objectives	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.
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.保險行銷概論與行銷環境 2.保險行銷策略與規劃 3.保險消費者行爲 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	Syllabus	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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