朝陽科技大學 098學年度第2學期教學大綱
Research on trade areas and strategies for shop development 商圈研究與展店策略

當期課號	3383	Course Number	3383
授課教師	郭正雄	Instructor	KUO,CHENG HSIUNG
中文課名	商圈研究與展店策略	Course Name	Research on trade areas and strategies for shop development
開課單位	行銷與流通管理系(四進)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	讓學生了解： 1.商圈與立地的基本概念 2.商圈調查的方法與實務 3.競爭店研究 4.展店策略與實務研究 5.開店流程研究	Objectives	Study objectives： 1.Basic concepts for location of store and trade area 2.Methods and practices for trade area Investigation 3.The study on business competition 4.Study on strategies and practices for shop development 5.Study on standard operation procedures for opening a new shop
教材	1.零售管理,林正修 著, 五南圖書出版(股)公司, 2009. ISBN:978-957-11-5791-7(平裝) 2.觀光行銷, 鄭紹成 著,雙葉書廊有限公司 2008. ISBN:978-986-6672-05-7(平裝) 3.門市經營管理, 邱繼智 著, 華麗圖書(股) 公司,2008.ISBN:957-784-121-X(平裝) 4.店鋪經營與賣場管理, 劉典嚴 著, 滄海書 局,2008.ISBN:978-986-6889-69-1(平裝) 5.賣場規劃與管理, 謝致慧 著, 五南圖書出 版(股)公司, 2008. ISBN:978-957-11-3995-1(平裝)	Teaching Materials	1.Chebg-Hsiu Lin, (2009), "Retailing Management",Wu-Nan Culture Enterprise. ISBN:978-957-11-5791-7 2.Shao-Cheng Cheng, (2008), "Tourism and Hospitality Marketing", Yeh Yeh Book Gallery. ISBN:978-986-6672-05-7 3.Chiu-Chi Chih,(2008),"Store Operation Management",Hua Li Culture Enterprise.ISBN:957-784-121-X 4.Liu-Tien Yen,(2008),"Store Operation and Facility Management",Tsang Hai Culture Enterprise.ISBN:978-986-6889- 69-1 5.Chih-Hui Hsieh, (2008), "Store Facility Planning and Management", Wu-Nan Culture Enterprise. ISBN:978-957-11-3995-1
成績評量方式	1.出席、作業 (30%) 2.課堂討論與參與 (10%) 3.期中考試 (30%) 4.期末個案研討 (30%)	Grading	1.Attendance & Homework (30%) 2.Class Participation (10%) 3.Midterm Test (30%) 4.Final Case Study (30%)
教師網頁			
教學內容	1.探討商圈、展店的理論與實務。 2.內容共分10章，分別爲: 第一章:商圈概論 第二章:商圈店鋪立地條件 第三章:商圈調查方法 第四章:商圈研究實務 第五章:市場區隔及目標選擇 第六章:展店策略 第七章:展店調查與評估 第八章:開店流程與規劃 第九章:開店實務 第十章:連鎖展店策略與評估	Syllabus	The main objective of this course is to study the trade area and store development.There are 10 parts of this course: Ch1:Trade area introduction Ch2:Basic concepts for location of store and trade area Ch3:Methods for trade area investigation Ch4:Practices for trade area investigation and study Ch5:Segmentation, Target Market and Position for trade area Ch6:Study on strategies for store development Ch7:Methods for store development investigation Ch8:The flow path and plan for store

			development Ch9:Practices for store development Ch10:Study on strategies for chain store development

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