朝陽科技大學 099學年度第1學期教學大綱
Sports marketing and sponsorship 運動行銷與贊助

當期課號	1406	Course Number	1406
授課教師	陳人維	Instructor	CHEN,JEN WEI
中文課名	運動行銷與贊助	Course Name	Sports marketing and sponsorship
開課單位	休閒事業管理系(四日)三B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1.使學生熟悉運動相關產業企劃案的寫作方式。 2.使學生具備開發客源與建立顧客關係的能力。 3.訓練學生具備執行運動行銷贊助與募款活動的能力。	Objectives	1.So that students are familiar with sports-related industries of writing a business case. 2.To equip students with the development of the relationship between customers and the ability to set up customers. 3.Training students with the implementation of sponsorship and sports marketing fund-raising activities.
教材	1. 教師自編授課講義 2. 皮托科技軟體操作手冊	Teaching Materials	1. Handout and syllabus from instructors. 2. The manual of pito-tech VBS software.
成績評量方式	1. 學習態度與出席率 20% 2. 服務學習實務表現 30% 3. 學期報告 20% 4. 運動場地經營管理決策軟體操作 30%	Grading	1. Attitude and attendance 20% 2. Performance of pratical training 30% 3. Class paper 20% 4. Performance of operating the pito-tech VBS software 30%
教師網頁			
教學內容	1. 運動行銷與贊助專題講座 2. 運動場地經營管理決策軟體應用教學(皮托科技軟體) 3. 運動場館服務學習實務經驗學習	Syllabus	1. Holding a forum for Sports marketing and sponsorship. 2. Teaching and operating the Pito-tech VBS software. 3. Pratical training for tennis court management and equipment maintaining.

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