# 朝陽科技大學 099學年度第1學期教學大綱
# The Subjects Discussion for Marketing & Distribution II 行銷與流通實務專題(二)

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| 當期課號 | 1471 | Course Number | 1471 |
| 授課教師 | 李冠穎 | Instructor | LEE,KUAN YIN |
| 中文課名 | 行銷與流通實務專題(二) | Course Name | The Subjects Discussion for Marketing & Distribution Ⅱ |
| 開課單位 | 行銷與流通管理系(四日)四A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 1. 學習行銷與流通管理實務之知識<br>2. 培養學生行銷與流通管理實務之能力<br>3. 建立解決實務問題時之專業態度<br>4. 激發學生對實務的熱情與潛力 | Objectives | The objectives of this course are:<br>1. to study the knowledge of practical marketing and distribution management.<br>2. to develop the practical abilities for marketing and distribution management<br>3. to develop the professional attitude for solving practical problems<br>4. to encourage students' interests and potential for practical business situation |
| 教材 | 依各專題指導老師訂定 | Teaching Materials | Depending on each supervisor |
| 成績評量方式 | 平時成績 50%<br>書面報告，佔50%<br>(指導老師佔30%，兩位評審委員各佔10%)。 | Grading | Participation 50%<br>Final report 50% |
| 教師網頁 | http://www.marketing.cyut.edu.tw/ContentDetail.aspx?mid=teacher&cid=65&NewsID=11 | | |
| 教學內容 | 依各專題指導老師訂定 | Syllabus | Depending on each supervisor |

尊重智慧財產權，請勿非法影印。