朝陽科技大學 099學年度第1學期教學大綱
Trend Marketing 趨勢行銷

當期課號	1472	Course Number	1472
授課教師	魏彰志	Instructor	,
中文課名	趨勢行銷	Course Name	Trend Marketing
開課單位	行銷與流通管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	透過本課程了解市場環境及新趨勢行銷工具，從了解及實際操作模式的訓練，培養學生未來於就業市場的競爭力及視野。	Objectives	Penetrates this curriculum to understand the market environment and the new tendency marketing tool, from the understanding and the actual operation pattern training, will train the student future in the employment market competitive power and the field of vision.
教材	以當下報紙.雜誌及網路資訊作爲教材內容	Teaching Materials	By immediately the newspaper, the magazine and the network information takes the teaching material content.
成績評量方式	期中考30% 期末報告40% 平常成績30%	Grading	Mid-term 30% Final report 40% Discussion 30%
教師網頁			
教學內容	1.課程說明 2.新型態行銷工具說明 3.微網誌 4.手機 5.藍芽 6.個案研討 7.期中報告 8.病毒式行銷 9.口碑行銷 10.個案研討 11.期末報告	Syllabus	1. curricula explained 2. new state marketing tool explained 3. microblog 4. cellphone 5. bluetooth 6. case study 7. midterm report 8. viral marketing 9. Word of mouth (marketing) 10. case study 11. Final report

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