

**朝陽科技大學 099學年度第1學期教學大綱**  
**Marketing Management for Leisure Services 休閒產業行銷管理研究**

<b>當期課號</b>	7111	<b>Course Number</b>	7111
<b>授課教師</b>	楊文廣	<b>Instructor</b>	YANG,WEN GOANG
<b>中文課名</b>	休閒產業行銷管理研究	<b>Course Name</b>	Marketing Management for Leisure Services
<b>開課單位</b>	休閒事業管理系碩士班一A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	建立正確的行銷觀念及理論，將其應用在休閒產業之行銷個案討論，以兼顧理論與實務的應用。	<b>Objectives</b>	Courses addresses the issues and topics of marketing in the leisure and recreation industry.
<b>教材</b>	休閒活動經營管理－發展執行與永續經營,吳松齡/著,揚智。 休閒事業管理,張宮熊/著,揚智。 休閒事業概論,張宮熊/著,揚智。 休閒遊憩產業概論,陳宗玄、張瑞琇/編著,揚智。	<b>Teaching Materials</b>	Kotler P.& Kevin L.K.,2007,A Framework For Marketing Management,Pearson International Edition.
<b>成績評量方式</b>	個案作業與討論 40% 期末報告 40% 出席及平時表現 20%	<b>Grading</b>	Home work and disscussion 40% Term paper 40% Present 20%
<b>教師網頁</b>	-		
<b>教學內容</b>	透過休閒產業行銷管理書籍及相關文獻研讀、討論，及相關主題之產業參訪研究，讓學生藉著理論和實務之配合以增加對休閒產業行銷管理之理解分析能力和應用思考潛力。	<b>Syllabus</b>	Through reading and discussion on Marking Management for Leisure Services materials with related topic research analysis ,students will have further understanding relating to its theory and on hand practice to assist analyzing and problem solving ability.

尊重智慧財產權，請勿非法影印。