# 朝陽科技大學 099學年度第2學期教學大綱
# Commecial activity and marketing practice 商業活動與行銷實務

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| 當期課號 | 0390 | Course Number | 0390 |
| 授課教師 | 黃村煜 | Instructor | HUANG,TSUN YU |
| 中文課名 | 商業活動與行銷實務 | Course Name | Commecial activity and marketing practice |
| 開課單位 | 校訂選修(日間部) | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 以多層次傳銷產業爲例，建立上課學生對商業活動型態應有的認識、瞭解基本概念與實務運作，爲將來投入職場做準備。 | Objectives | By exploring the Multi-level Marketing industry, the students can study and establish the knowledge for commercial activity and understand business operation practice. |
| 教材 | 直銷經理的第一本書 | Teaching Materials | Making Millions in Direct Sales |
| 成績評量方式 | 期中考30%<br>期末考30%<br>平時考核40% | Grading | Midterm Exam:30%<br>Final Exam:30%<br>Attendance, Classroom Interaction:40% |
| 教師網頁 | | | |
| 教學內容 | 1.商業活動概述<br>2.產業發展現況<br>3.產業發展遠景<br>4.傳銷法令介紹<br>5.行銷實務(一)<br>6.行銷實務(二)<br>7.顧客經營與服務(一)<br>8.顧客經營與服務(二)<br>9. 期中考<br>10.業務發展~開發<br>11.業務發展~教育訓練<br>12.業務發展~複製<br>13.業務發展~激勵<br>14.業務發展~領導<br>15.企業參訪<br>16.個案研究<br>17.個案研究<br>18.期末考 | Syllabus | 1.Overview of commercial activities<br>2.Introduction to Multi-level Marketing industry<br>3.Perspective for Multi-level Marketing<br>4.Regulations to Multi-Level Sales<br>5.Marketing practices~I<br>6.Marketing practices~II<br>7.Customer Management & Services~I<br>8.Customer Management & Services~II<br>9.Midterm Exam<br>10.Essential activities for business development~ prospect<br>11.Essential activities for business development~ training<br>12.Essential activities for business development~replicate yourself<br>13.Essential activities for business development~motivation<br>14.Essential activities for business development~leadership<br>15.Business visit<br>16.Case study<br>17.Case study<br>18.Final Exam |

尊重智慧財產權，請勿非法影印。