朝陽科技大學 099學年度第2學期教學大綱
Marketing Channel Management 行銷通路管理

當期課號	1149	Course Number	1149
授課教師	黃村煜	Instructor	HUANG,TSUN YU
中文課名	行銷通路管理	Course Name	Marketing Channel Management
開課單位	企業管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要在於指導學生行銷通路管理之相關理論及內涵，並輔以案教學，使學生從個案討論之訓練中充實行銷通路管理實務知識。本課程主要內容如下： 1、行銷通路管理概論 2、行銷通路結構 3、通路設計與規劃 4、通路管理 5、國際行銷通路	Objectives	The analyzing and designing of marketing channel management one the focus of this undergraduate level course.This course provides and analysis of marketing channel management and its importance in the economy and in business management.
教材	通路行銷與管理，戴國良編著	Teaching Materials	Channel Marketing and Management
成績評量方式	期中考30% 期末考30% 平時考核40%	Grading	Midterm Exam:30% Final Exam:30% Attendance, Classroom Interaction,reports:40%
教師網頁			
教學內容	1.行銷通路概論 2.行銷通路成員介紹 3.通路設計與選擇 4.通路管理 5.通路業發展現況與趨勢 6.店頭行銷 7.展場行銷 8.網路行銷 9.通路策略案例介紹 10.通路行銷案例介紹 11.通路管理案例介紹 12.撰寫通路策略企劃案 13.撰寫通路促銷企劃案 14.企業參訪 15.分組報告	Syllabus	1.Introduction of marketing channels 2.Members of the marketing channels 3.Channel design and choices 4.Marketing channel management 5.Channel development status and future trend 6.Store marketing 7.Exhibition marketing 8.Internet marketing 9.Case study for channel strategy 10.Case study for channel marketing 11.Case study for channel management 12.Write the proposals for channel strategy 13.Write the proposals for channel sales promotion 14.Business visit 15.Group report

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