朝陽科技大學 099學年度第2學期教學大綱
Channel Strategy and Management 通路策略與管理

當期課號	1434	Course Number	1434
授課教師	林有志	Instructor	
中文課名	通路策略與管理	Course Name	Channel Strategy and Management
開課單位	行銷與流通管理系(四日)二A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程除通路管理理論與策略研討外，選用國內外個案教學從實務的運作出發，強調在不斷改變的環境中實現通路策略與管理，及瞭解如何運作爲宗旨，並以通路的不斷改造演化從書本及個案架構中，探討最基本的通路管理策略知識，將之轉化爲通路管理流程中各種活動，貼近實務且具體，希望能造就未來持續改善通路效能的專業經理人才的基礎教育而共同努力。	Objectives	Channel strategy and management course, with the exception of channel management theory and strategy discussions, the selection of domestic and international cases from the practical operation of teaching, the emphasis on the changing environment of the channel strategy and management, and learn how to operate for the purpose of, and channel the continuous transformation of the evolution from the textbooks and case structure, to explore the most basic knowledge of the channel management and strategy will be translated into the channel management process in a variety of activities, close to practical and concrete, hoping to continue to improve channel to create the future performance of professional human resources manager basic education and to work together.
教材	開學第一節課宣佈。	Teaching Materials	To Be Announced.
成績評量方式	期中考: 30 % 期末考: 40 % 平時考核: 30 %	Grading	Mid Term Exam: 30 % Final Term Exam: 40 % General Evaluation: 30 %
教師網頁	_		
教學內容	通路是行銷目標實現的最後一個環節;同時也是啓動物流服務的介面,這種輻射的的角色,隨著全球供應鏈整合的演進趨勢,以及伴隨資訊網路技術而崛起的新興通路,除了對各種產業結構及消費型態形成巨大衝擊外,也使得通路策略與管理這一個原屬於行銷管理組合的傳統議題,也需不斷回應社會環境變遷與衝擊而衍化成爲新的知識. 通路策略與管理教授課程,除通路管理理論與策略研討外,選用國內外個案教學從實務的運作出發,強調在不斷改變的環境中實現通路策略與管理,及瞭解如何運作爲宗旨,並以通路的不斷改造演化從書本及個案架構中,探討最基本的通路管理策略知識,將之轉化爲通路管理流程中各種活動,貼近實務且具體,希望能造就未來持續改善通路效能的專業經理人才的基礎教育而共同努力.	Syllabus	Channel is the realization of marketing objectives of the last session; logistics services at the same time start the interface, the role of radiation, with the global supply chain integration of the evolution of trends and information network technology with the rise of the emerging channels, in addition to a variety of industrial structure and the formation of a huge impact on consumption patterns, but also makes channel management strategies and were originally part of a combination of traditional marketing management issues, also need to be constantly changing in response to social environment and the impact of the new knowledge derived. Channel strategy and management course, with the exception of channel management theory and strategy discussions, the selection of domestic and international cases from the practical operation of teaching, the emphasis on the changing environment of the channel strategy and management, and learn how to operate for the purpose of,

			and channel the continuous transformation of the evolution from the textbooks and case structure, to explore the most basic knowledge of the channel management and strategy will be translated into the channel management process in a variety of activities, close to practical and concrete, hoping to continue to improve channel to create the future performance of professional human resources manager basic education and to work together.

尊重智慧財產權，請勿非法影印。