# 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

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| 當期課號 | 1440 | Course Number | 1440 |
| 授課教師 | 蔡清德 | Instructor | TSAI,CHING TE |
| 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B | 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 | 通路行銷與管理－實戰與本土案例，戴國良，鼎茂出版社，2010年06月<br>ISBN986-226-355-5 | Teaching Materials | Channel Marketing and Management<br>ISBN986-226-355-5 |
| 成績評量方式 | 1.上課參與：20%<br>2.期中考試：30%<br>3.期末書面與口頭報告：50% (含個人報告<態度>：20%；各組：30%) | Grading | 1.Class Contribution:20% (Participation & Discussions)<br>2.Mid-Term Exam：30%<br>3.Final Project & Presentation: 50% (Individual: 20%; Group: 30%) |
| 教師網頁 | | | |
| 教學內容 | 1.通路的定義、功能與結構<br>2.行銷通路成員介紹<br>3.製造商對經銷商的管理<br>4.通路設計與管理<br>5.通路發展現況與分析<br>6.店頭行銷與展場行銷<br>7.網路(虛擬通路)行銷<br>8.通路實戰案例 | Syllabus | 1.Overview - Channel (Definition, Functions and Structure)<br>2.Introduction to Marketing Channel Levels<br>3.Distribution Channel Management .<br>4.Channel Design and Management<br>5.Today's Channel: Analysis<br>6.In-store Marketing and Expo Marketing<br>7.Internet Marketing (Virtual Channels)<br>8.Cases Studies |

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