朝陽科技大學 099學年度第2學期教學大綱
The Subjects Discussion for Marketing & Distribution I 行銷與流通實務專題(一)

當期課號	1443	Course Number	1443
授課教師	李冠穎	Instructor	LEE,KUAN YIN
中文課名	行銷與流通實務專題(一)	Course Name	The Subjects Discussion for Marketing & Distribution I
開課單位	行銷與流通管理系(四日)三A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1. 學習行銷與流通管理實務之知識 2. 培養學生行銷與流通管理實務之能力 3. 建立解決實務問題時之專業態度 4. 激發學生對實務的熱情與潛力	Objectives	The objectives of this course are: 1. to study the knowledge of practical marketing and distribution management 2. to develop the practical abilities for marketing and distribution management 3. to develop the professional attitude for solving practical problems 4. to encourage students' interests and potential for practical business situation
教材	依各專題指導老師訂定	Teaching Materials	Depending on each supervisor
成績評量方式	平時成績 50% 專題計畫書成績 50%	Grading	Participation 50% Proposal 50%
教師網頁	http://www.marketing.cyut.edu.tw/ContentDetail.aspx?mid=teacher&cid=65&NewsID=11		
教學內容	依各專題指導老師訂定	Syllabus	Depending on each supervisor

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