朝陽科技大學 099學年度第2學期教學大綱
Social Resource Development and Applications 社會資源開發與運用

當期課號	2254	Course Number	2254
授課教師	蕭琮琦	Instructor	Hsiao,Chung Chi
中文課名	社會資源開發與運用	Course Name	Social Resource Development and Applications
開課單位	社會工作系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程的目標有下列幾點： 一、瞭解社會福利機構與外在環境間的依存關係；二、探討社會服務整合（社會服務網絡建構）的相關議題，包括理論、原則、技巧、困境及實例探討；三、培養學生執行「社會服務整合（社會服務網絡建構）」的基本能力，以提供「無縫隙」的服務給案主（顧客、使用者或消費者）；四、涵養學生實務工作的敏感度，以增強其職場競爭力。	Objectives	The NPO have to cooperate with other organizations, including for-profit organization and government, in order to carry out their misssions. Therefore, many NPOs devote their limited resources to integrate the social service and develop the service networks among the NPOs, in order to offer the seamless service for the disadvantaged people or groups.So, the purpose of this course is to introduce the basic knowledge about how to dig out the social service and how to develop the service networks.
教材	1.俞玫姣譯(2005)。社會行銷。台北：五南。（原著：Kotler, P., Roberto, N.& Lee, N.(2002). Social Marketing: Improving the Quality of Life. Sage.） 2.許瑞妤等譯(2004)。非營利組織行銷-以使命爲導向。台北：揚智（原著：Brinckerhoff, Peter(2003). Mission-based Marketing: Positioning Your Non-for-profit in an Increasingly Competitive World. San Francisco: John Wiley & Sons）. 3.陳希林等譯(2002)。募款成功-義工與專家必讀。台北：五觀。（原著：Flanagan, Joan(2000). Successful Fundraising- A Complete Handbook for Volunteers and Professionals. The McGraw-Hill Companies, Inc.） 4.上課補充教材。	Teaching Materials	1.Kotler, P., Roberto, N.& Lee, N.(2002). Social Marketing: Improving the Quality of Life. Sage. 2.Brinckerhoff, Peter(2003). Mission-based Marketing: Positioning Your Non-for-profit in an Increasingly Competitive World. San Francisco: John Wiley & Sons. 3.Flanagan, Joan(2000). Successful Fundraising- A Complete Handbook for Volunteers and Professionals. The McGraw-Hill Companies, Inc. 4.Teaching handouts in the classes
成績評量方式	1.期中、末考成績 40% 2.分組報告 30% 3.課堂參與及討論（含出席） 30%	Grading	1. Midterm & Final Exam(40%) 2. Term paper & Group Report(30%) 3. Participation in the class(attendance included)(30%)
教師網頁			
教學內容	一、課程目標：透過本課程之修習與討論，學生可以-- 1.了解非營利組織社會行銷的觀念與方法 2.認識非營利組織募款規劃與執行 3.練習行銷與募款計畫的規劃與寫作 二、教學方法：本課程之教學方式包含-- 1.行銷與募款專題講述 2.行銷與募款案例討論 3.學生分組習作報告與討論 4.專家演講等方式進行。 三、課程內容 1.非營利行銷與募款與社會議題的關聯 2.社會行銷與商業行銷的差異 3.社會行銷的環境分析	Syllabus	A.Objectives of the class 1.To understand the concepts and methods of social marketing. 2. To recognize how to map out and conduct the fundraising in NPO. 3.To practise drawing out social marketing and fundraising plan. B.Teaching methods: 1.To lecture the relative concepts 2.Discussing about the cases of social marketing and fundraising. 3.Groups exercises and discuss. 4.Lectures sharing by the invited professionals. C.Contents of the course 1.social marketing and social issues 2.profit and non-profit marketing 3.Environment analysis of social

	4.策略性社會行銷的規劃與運作管理 5.募款活動的議題選擇 6.社會資源的發掘與維繫 7.募款活動的舉辦 8.成功的社會行銷與募款案例研討		marketing 4.Strategic social marketing management 5.Selection of fundraising themes 6.Exploitation and maintainace of social resources 7.How to conduct a fundraising 8.Case study of social marketing and fundraising

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