

朝陽科技大學 099學年度第2學期教學大綱
Marketing & Distribution Case Study And Practices 行銷與流通企劃實務

當期課號	3245	Course Number	3245
授課教師	楊浩偉	Instructor	
中文課名	行銷與流通企劃實務	Course Name	Marketing & Distribution Case Study And Practices
開課單位	行銷與流通管理系(四進)二B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	藉由分組指定或自選企劃實務專題，教導學生運用所學基礎理論如行銷學、管理學、市場調查與產業預測等，與活用相關企劃知識與技巧；透過課堂的國內外應時個案研習激發創意，訓練學生撰寫企畫案的邏輯性思考與能力；進而相互評估企劃案可行性，以強化對企業場域的實際認知，培養職場即戰力。	Objectives	This course includes theories and practice of the semester research topics about marketing and logistic. Students acquire creative and critical thinking skills in case study.
教材	開學第一節課宣佈。	Teaching Materials	To Be Announced.
成績評量方式	期中考: 25 % 期末考: 25 % 平時考核: 50 %	Grading	Mid Term Exam: 25 % Final Term Exam: 25 % General Evaluation: 50 %
教師網頁	-		
教學內容	藉由分組指定或自選企劃實務專題，教導學生運用所學基礎理論如行銷學、管理學、市場調查與產業預測等，與活用相關企劃知識與技巧；透過課堂的國內外應時個案研習激發創意，訓練學生撰寫企畫案的邏輯性思考與能力；進而相互評估企劃案可行性，以強化對企業場域的實際認知，培養「last one mile」的職場即戰力。	Syllabus	Firstly, students are empowered to establish the self-directed team to organize the semester research topics about marketing and logistic in this course. Next, they have to review the relative base theory, such as marketing, management science, marketing survey and industry forecast. The learners also need to take part in "logical thinking" and "creative stimuli" training for marketing planning by case study and real-in-world issues. Lastly, how to evaluate the feasibility of projects are proceeded in order to strengthen the field of practical business knowledge and to train "last one mile" of the workplace core competence.

尊重智慧財產權，請勿非法影印。