

朝陽科技大學 099學年度第2學期教學大綱

The Subjects Discussion for Marketing & Distribution 行銷與流通實務專題

當期課號	3247	Course Number	3247
授課教師	江雅婷	Instructor	CHIANG,YA TING
中文課名	行銷與流通實務專題	Course Name	The Subjects Discussion for Marketing & Distribution
開課單位	行銷與流通管理系(四進)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	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	教師指定	Teaching Materials	According to adviser. Based on the adviser's requirements.
成績評量方式	1.平時成績 50% 3.專題計畫書成績 50%	Grading	1.Participation 50% 2.Proposal 50%
教師網頁	-		
教學內容	1.專案題目溝通及確認 2.計劃和提案 3.報告及檢討	Syllabus	1.Company selection and topic determination. 2.Planning and proposal. 3.Practice. 4.Practice report and final review.

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