

97-2 大葉大學 選課版課綱

基本資訊

課程名稱	行銷流通管理專題	科目序號 / 代號	1111 / BAM3075
開課系所	企業管理學系	學制 / 班級	大學日間部3年1班
任課教師	王學銘	專兼任別	專任
必選修 / 學分數	選修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(二)78 / B301 (三)5 / B301	授課語言別	中文

課程簡介

A. 企管系教育目標

1. 培育具管理專業能力、擅長溝通、團隊合作、具道德關懷勇氣及創造力之中堅管理人才，而為企業所樂於雇用。
2. 落實管理理論與經營實務並重之學習。

B. 管理學院/企管系核心能力：[占課程之比重]

C. 本課程特色：

輔導學生考取英國倫敦商會行銷二級證照(LCCI Marketing level 2)，並培養SCEP能力，分述如下：

The Marketing job is to:

discover - what people need; what they will value.

create - a solution to the identified needs; a product that people will value.

arouse - a desire in people to buy the product.

satisfy - the needs that were first discovered; to provide the value that people want.

You will learn how this is done as you progress via the course.

This course includes: Professional Capability 40%, Exploratory Ability 20%, and Communication, Concernment & Courage, Cooperation, Creativity 10% respectively.

The course is specially designed for students to pass Marketing Certification (level 2) held by LCCI.

課程大綱

Marketing Management (SEP development)
Marketing Planning (SCEP development)
Customer and Consumer Behavior (SCEP development)
Marketing Research (SCEP development)
Marketing Mix and Communication (SCEP development)
Promotions (SCEP development)
General Issues (SEP development)

基本能力或先修課程

行銷管理

銷售管理

公共關係

廣告學

消費者行為