

南台科技大學 103 學年度第 2 學期課程資訊

課程名稱	行銷個案研討
課程編碼	D0D14101
系所代碼	0D
開課班級	行流陸生研修班 四技行流四甲四技行流四乙
開課教師	施坤壽
學分	3.0
時數	3
上課節次地點	五 2 3 4 教室 T0206
必選修	選修
課程概述	The case studies course focuses on discussion which one to talk about marketing management cases all over the world. The objectives of this course are threefold: 1.To develop students' ability to think how to solve the marketing problems, 2.To deepen students' understanding about strategic issues on marketing, and 3.To analyze current business events in the context of established marketing principles, with special focus on “Green”market and “Fair-Trade” topics.
課程目標	The goal of course provides an English environment which allows students practice their English. In addition to this, from the case studies in marketing and logistics to learn how to express their thoughts in English. To training students more confidences to do business presentation in English.
課程大綱	其內容概要為先介紹如何做個案分析，然後依據其行銷的消費者行為個案篇，和網路行銷個案篇及公平貿易協定銷售篇和綠色行銷篇及最後的連鎖商店的探討衍生到全球行銷探討。
英文大綱	1: Case study analysis 2: Consumer behavior 3: Internet Marketing 4: The fair-trade 5: Green Marketing 6: Global Marketing
教學方式	
評量方法	
指定用書	行銷個案研討—實務與決策導向
參考書籍	行銷管理：理論解析與實務應用，曾光華，前程企業管理有限公司。 行銷管理：實務與個案分析，戴國良，五南文化事業。
先修科目	英語基本說寫能力
教學資源	

注意事項	
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	