

觀光行銷 科目教學計劃表

課程編號	1 0 6 0 2 0 3 0 0	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	授課教師： 張亦騏 老師
班次	02		老師 e-mail : ychanguk@yahoo.com
開課系所：	觀光與餐飲旅館管理學系		老師分機：6164
年級班別：	2 年 B 班		
課程名稱(中文)		學分數	課程名稱(英文)
觀光行銷學		3	Tourism Marketing
教學目標與內容	This course is designed to introduce the marketing concepts in tourism with a practical marketing-management approach. The contents are supported by research grounded in economics, behavioral sciences, and current management theory. In addition, this course examines demand and supply of tourism and community based assets with a focus on in Taiwan marketing tourism and beyond.		
實施方法	<input checked="" type="checkbox"/> 講解法 <input type="checkbox"/> 實作法 <input checked="" type="checkbox"/> 討論法 <input type="checkbox"/> 演習法 <input checked="" type="checkbox"/> 問答法 <input type="checkbox"/> 其他_____		
評量方式	25% mid-term examination, 25% final examination, 20% attendance and in-class participation. 30% presentation and group report.		
授課使用及參考書籍	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。 Recommended Readings: 2001 觀光行銷學 曹勝雄著 揚智文化出版社 Tel: 02-2664-7780 2006 行銷管理 曾光華著 論解析與實務運用 前程文化事業有限公司 Tel: 02-2995-6448 2006 行銷學 林建煌著 華泰文化事業股份有限公司 Tel: 02-2377-3877 P. Kotler, J.T. Bowen, and J.C. Makens, 2006 (4 th edn.), Marketing for Hospitality and Tourism, Prentice Hall Tel: 02-2162-1217		
科目簡介(含課程大綱及教學進度)：			

Week 1	Introduction and review of course outline, and understanding the marketing concepts
Week 2	Sever ice of characteristics of tourism marketing
Week 3	The role of marketing of strategic planning
Week 4	The Marketing Environment
Week 5	The role of research in marketing Assignment 1: Marketing Research Case Study
Week 6	Visiting (校外參訪)
Week 7	Consumer market and consumer buying behavior and organizational buyer behavior o group market
Week 8	Market Segmentation , targeting and positioning
Week 9	Mid-Term Examination
Week 10	Designing and managing products
Week 11	Internet marketing, building customer loyalty through quality
Week 12	Pricing products: pricing considerations, approaches and strategy
Week 13	Distribution channels
Week 14	Promotion products: communication and promotion policy and advertising
Week 15	Promotion precuts: public relations and sales promotion
Week 16	Group presentations
Week 17	Group presentations
Week 18	Final Examination

說明：

1. 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。
2. 本表於 91.4.23 第四次校課程委員會討論通過。

課程委員會召集人：

觀光系主任 文祖湘

授課教師：

張可欣

課務組
97.3.14
收文章