

本課程認列為
「英文補救課程」

4619 行銷通路管理 授課大綱

◆ 周瑛琪老師 (共 22 小時)

| 日期 | 時間 | 時數 | 課程內容 |
|-------|-------------|----|------------------------------------|
| 09/28 | 14:00~17:00 | 3 | 演講 (主題待定) |
| 10/19 | 14:00~17:00 | 3 | 演講 (荃美術-廖述昌系友) |
| 10/26 | 14:00~17:00 | 3 | 演講 (創意整合-陳昌源老師) |
| (待定) | (待定) | 5 | 2012 表演藝術大師系列講座(2hr 演講+3hr 節目表演欣賞) |
| (待定) | (待定) | 8 | 文創產業參訪 |

◆ 王純貞老師、Alain A. Boczkowski 老師 (共 26 小時)

| 日期 | 星期 | 時間 | 時數 | 課程內容 |
|-------|-----|---------|----|--|
| 12/25 | (二) | 6pm-9pm | 3 | Topic: Course Introduction Marketing Channels in the Larger Field of Marketing Activities: In-Class Exercise – Customer Value Group Formed – Case Presentations |
| 12/26 | (三) | 6pm-9pm | 3 | Topic: Marketing Channel Concepts Environment of Marketing Channel Activities: Individual Topical Report |
| 12/27 | (四) | 6pm-9pm | 3 | Topic: Behavioral Processes in Marketing Channels Activities: Individual Topical Report Case Presentation & Discussion (#1 & #2) |
| 12/28 | (五) | 6pm-9pm | 3 | Topic: Marketing Research in Channel Management Case: Marketing Research Activity: Quiz |

| 日期 | 星期 | 時間 | 時數 | 課程內容 |
|----------|-----|----------|----|---|
| 12/29 | (六) | 9am-1pm | 4 | Topic: Marketing Research in Channel Management Activities: Individual Topical Report In-Class-Exercise |
| 1/2/2013 | (三) | 6pm-9pm | 3 | Marketing Issues in Channel Management Activities: Individual Topical Report In-Class-Exercise |
| 1/3/2013 | (四) | 6pm-9pm | 3 | Topic: Marketing Issues in Channel Management Case Presentation & Discussion (#3 & #4) Activities: Individual Topical Report In-Class-Exercise |
| 1/4/2013 | (五) | 6pm-10pm | 4 | Topic: Emerging Trends in Marketing Channel Management Activity: Quiz |