

Department of Marketing and Tourism Management
Bachelor of Business Administration

科目	本學科內容概述	本學科教學內容大綱
service management	The major aim of this course is to enhance theoretical and practical understanding of quality management in service related industry such as leisure, tourism and hospitality etc. The material will integrate operations, marketing, strategy, information technology and organizational issues with a focus on customer satisfaction.	01 1.1 Village Volvo case study 1.2 Xpresso Lube case study 02 The service Economy 03 Case 2.1 United Commercial Bank and El Banco Case 2.2 The Alamo Drafthouse 04 Service Strategy 05 New Service Development 06 Case 3.1 100 Yen Sushi house Case 3.2 Commuter Cleaning Case 3.3 Amazon.com 07 The Service Encounter 08 Case 4.1 Amy's Ice Cream Case 4.2 Enterprise Rent-A-Car 09 Case 5.4 Central market 10 Supporting Facility and Process Flows 11 Case 6.2 The Complaint Letter Case 6.3 The Helsinki Museum of Art and Design 12 Service quality

		13 Service Supply Relationship 14 Managing Capacity and Demand Case 10.1 river city national bank (students' engagement)
Accounting (I)	This subject is a two-semester course in one academic year, both of which focus on financial accounting as the main research topic. The teaching content of this semester, will firstly introduce business accounting, covering related topics such as the importance of accounting, accounting identities, and financial statements. Secondly, it explains related topics such as accounting cycle, accounting treatment and accounting principles. Finally, various special accounting topics such as trading business, inventory, cash and internal control are taught. Through the combination of accounting theory and practical application, it is hoped that through classroom lectures, problem discussions, and in-class examinations, students can be motivated to learn more effectively.	1. Introduction to business accounting. 2. Analysis and recording of transactions. 3. Preparation of adjusting entries and financial statements. 4. Reporting and analysis of business accounting. 5. Inventory reporting and analysis. 6. Report and analysis of cash and internal control.
Economics (I)	This subject is a bachelor's course, which is divided into two semesters. The course content of the next semester includes demand and supply, elasticity, how the market achieves equilibrium, utility and demand, and decision-	1 Introduction 2. Demand and supply 3. Elasticity 4. Utilities and needs

	making behaviors of production volume and price of manufacturers with different market structures.	5. Cost and production 6. Market structure
Management	This course introduces the basic concepts and theories of management, and discusses with practical cases to understand the basic theory and operation mode of management functions (planning, organization, leadership, and control), and explains how to apply various management concepts and skills to important business operations such as domains and decision-making processes.	Facing the fiercely competitive management environment, managers need to grasp new opportunities and business opportunities. They also need to face the declining birth rate, aging population, M-shaped society, and various App digital ages to find opportunities for successful innovation. This course will cultivate learners to study planning, organization, leadership, and control, time management, decision-making management, motivation, communication, interference and other management theories. In the course, students are allowed to use multiple methods to learn, provide practical case sharing, and practice exercises to train learners to make good use of their own time management, seek suitable human resources, plan, execute, make decisions, and communicate in groups and teams. Experience, can make good use of Tools and control, and can make good use of motivation and conflict management knowledge to solve problems when facing problems. Train managers from practical exercises.
Tourism Management	This subject is an introductory course in tourism, which introduces the basic theories and principles of tourism, and leads students to enter various related industries in	The main tourism topics are discussed and taught on a weekly basis in the subject. Lecture topics include: tourism introduction, tourism history, tourism business, tourism work and career,

	<p>the field of tourism. The content of the course starts from the historical background of tourism, discusses the past, present and future development and evolution of tourism in sequence, and at the same time provides students with an understanding of tourism-related resources and industries. It also covers the positive and negative impacts of tourism development, hence, helping students to have a comprehensive understanding of the complete face of the tourism industry.</p>	<p>tourism administrative system, tourism organization, transportation, hotel industry, travel industry, cultural and social tourism, environment and economy, mainland tourism, tourism trends and development and many more.</p>
Consumer Psychological Decision-Making	<p>This course focuses on behavioral decision-making, talks about consumers' irrational decision-making, combines behavioral decision-making, behavioral sales, behavioral economics and other disciplines; in particular, the well-known psychological accounts, sunk costs, outlook</p> <p>Theory and other well-known theoretical applications.</p> <p>1. This course exposes the common pitfalls in consumer decision-making, discovers the deep mysteries of normal people's thinking, and applies "behavioral decision-making" to consumer life and workplace work.</p> <p>2. Why do smart people do stupid things in real life? Why</p>	<ul style="list-style-type: none"> ● Effects of Mental Accounting on Behavior ● trading bias ● sunk cost fallacy ● adaptive bias ● risk decision ● loss avoidance ● disregard of unearned benefits ● anchor adjustment bias ● Comparative Evaluation vs. Individual Evaluation ● choice and happiness

	<p>is it harder to let go of stocks that have are risky? Why can't people keep their winnings? What human weaknesses and illusions are used by promotional scams, and why does the design of salary (bonus or salary increase) guide employees' behavior? This course fully reveals the secrets through wonderful and funny economic psychology.</p> <p>3. This course teaches students that many decisions people make are irrational. Most people are making irrational decisions and they don't realize they're making them that way.</p>	
National Parks and World Heritage Sites	<p>This subject mainly leads students to understand the development history of national parks, planning and management, natural ecological conservation, environmental interpretation, etc., and understand the current concept and implementation status of world heritage, geological parks, and world museums. Students who take national examinations such as administrative subjects can understand the operation and management of tourism resources.</p>	<p>This course combines theoretical and practical observations, and discusses the current development history of national parks, world models, indigenous co-management strategies, ecotourism, Alishan Caspian Sea Reserves, natural ecological conservation, environmental interpretation, national park dilemmas and prospects, world heritage concepts and Implementation, World Geoparks, Taiwan Geoparks, National Parks of Five Continents and World Heritage Sites (including World Museums) and other issues, through group reports and actual simulation methods, learn the operational intelligence of national parks, geoparks, and world heritage sites.</p>

Hospitality Management	With the vigorous development of the tourism industry, related developments in the field of catering and exhibitions are becoming more and more important. This subject is a conceptual course designed to understand these two areas. The course explores many concepts and theories in the field of catering and exhibition, and the content is quite rich and compact. In addition to introducing the content according to the order of the textbook content, this course is also supplemented with practical examples to explore the concept of operation and management of the hotel and exhibition industry in a simple way.	The content of this discipline covers relevant topics in the two major fields of catering and tourism. Although this course is a conceptual course, in order to enable students to establish a comprehensive and correct concept of hospitality and exhibitions, the relevant topics taught include travel industry, aviation industry, accommodation industry, catering industry, conference tourism, exhibition tourism, festival tourism, Incentive travel and other issues.
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科目	本學科內容概述	本學科教學內容大綱
Accounting(II)	This subject is a two-semester course in one academic year, both of which focus on financial accounting as the main research topic. The teaching content of this	<ol style="list-style-type: none"> 1. Report and analysis of accounts receivable. 2. Report and analysis of short-term liabilities. 3. Report and analysis of long-term liabilities.

	semester is mainly special accounting, which covers accounts receivable, short-term liabilities, long-term liabilities, shareholders' equity and cash flow and other related topics. Through the combination of accounting theory and practical application, it is hoped that through classroom lectures, problem discussions, and in-class examinations, students can be motivated to learn more effectively.	4. Report and analysis of long-term assets. 5. Report and analysis of shareholders' rights and interests. 6. Report and analysis of cash flow.
Economics (II)	This course mainly introduces basic economic principles, including national income accounting, consumer price index, inflation rate, unemployment rate, business cycle, finance, savings and investment, exchange rate, aggregate supply and aggregate demand, and to enhance students Interest in learning, in addition to using economic theory to explain the current economic phenomenon, it also cooperates with theory and practice.	1. Introduction to gross domestic product and economic growth 2. Introduction to Unemployment Rate and Inflation Rate 3. Introduction to Finance, Savings and Investment 4. Introduction to currency and price level 5. Introduction to exchange rate and balance of payments 6. Introduction to Aggregate Supply and Aggregate Demand
Tourism resource planning	This course is mainly based on practical approaches. It is divided into two parts. The first part is the basic ability of resource planning, so that students can understand the steps and procedures of planning, and start to observe the surrounding environmental things, and read or	1. Introduction, initial understanding of issues related to tourism and recreation and planning, tourism and recreation the definition and nature of 2. Transformation of resources into tourism and recreation resources, planning of tourism and recreation resources

	<p>collect relevant information, so as to cultivate student's keen observation of surrounding things. Firstly, we will cover basic environmental analysis, analysis of tourism development conditions, relevant laws and regulations, tourism development topics, and planning of tourism development conception and positioning. The second part focuses on planning of overall tourism development planning, promotion and implementation of the plan, etc., learning Relevant experience in recreational system planning, and solutions to resource problems, hoping to improve students' recreational resources planning ability.</p>	<p>3. Sightseeing and recreation resources supply survey, tourism and recreation market survey</p> <p>4. Survey on the interface between supply and demand in the tourism and recreation market, related plans and laws and regulations</p> <p>5. Development potential assessment and development concept of tourism and leisure and recreation resources</p> <p>6. Land use plan, traffic flow plan, architectural space plan, public facility plan, recreation facility plan, landscape plan, execution plan, business plan</p> <p>7. Recreation marketing planning</p> <p>8. Resource maintenance plan (including tourism impact management, resource management)</p> <p>9. Industry Collaborative Teaching_Tourism Resource Planning and Marketing</p>
Introduction to Conference and Exhibition	<p>With the vigorous development of the tourism industry, related developments in the field of catering and exhibitions are becoming more and more important. This subject is a conceptual course designed to understand these two areas. The course explores many concepts and theories in the field of catering and exhibition, and the content is quite rich and compact. In</p>	<p>The content of this discipline covers relevant topics in the two major fields of catering and tourism. Although this course is a conceptual course, in order to enable students to establish a comprehensive and correct concept of hospitality and exhibitions, the relevant topics taught include travel industry, aviation industry, accommodation industry, catering industry, conference tourism, exhibition tourism, festival tourism,</p>

	addition to introducing the content according to the order of the textbook content, this course is also supplemented with practical examples to explore the concept of operation and management of the hotel and exhibition industry in a simple way.	Incentive travel and other issues.
Tourism Japanese (I)	The course arranges single-character new word writing and pronunciation, grammatical structure, conversation exercises, exercises and other units, from which it introduces applicable themes in the field of tourism, and explains various situations that will be encountered during sightseeing, including precautions, etiquette and many more. The class also tells about the cultural characteristics of tourism in various counties and cities in Japan.	<ul style="list-style-type: none"> ● Sightseeing terms ● learn terms ● language used in the case ● Edible usage ● Order and pay for meals ● shopping terms ● shopkeeper dialogue ● Tax-free term ● Pharmacy Terms

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科目	本學科內容概述	本學科教學內容大綱
Marketing Management	This subject is a university course, mainly to teach basic marketing management knowledge, so as to let students know about marketing knowledge. This course hopes to enable students to have basic	The content of this course is to emphasize the management orientation (Managerial Orientation), and strengthen the management theory. Training of basic disciplines such as behavioral science (Basic Disciplines Perspective).

	marketing management knowledge and basic planning writing skills.	
Statistics(I)	The content of this course includes descriptive statistics, probability, probability allocation, sampling and sampling allocation, estimation and verification. It is hoped that the course study will help students understand the basis of statistics and its application scope.	This course mainly introduces the basic theory of statistics and its application. The main purpose is to lay the foundation of probability theory and statistical analysis for students, and to be able to analyze and interpret data.
Service Marketing	To enable students to understand the nature of the service industry and learn the marketing strategies of the service industry	<ul style="list-style-type: none"> ● Consumer Behavior in Service Contact ● Service Location Strategy ● Innovative service products ● Design Services Communication Portfolio ● service access ● Balancing Demand and Supply ● Customer Relationship Management and Establishment of Loyalty ● Customer Feedback and Service Recovery ● Improve service quality and productivity
Travel Industry Operations Management	Nowadays, the development of tourism has become one of the important policies of the government. The tour guide license and the general examination of tourism administration are also one of the national	<p>1. (1) The rise of tourism and the evolution of the development of the tourism industry</p> <p>(2) The future development trend of my country's tourism industry</p>

	<p>examination items. It is believed that in the future, the work of tour guides and tourism-related public departments will attract more manpower. This course mainly discusses the industry characteristics of the travel industry, internal operations, group operations and other related practices (such as: emergency handling, international etiquette, travel health care and first aid common sense, entry and exit procedures), important laws and regulations of the travel industry, etc. It is hoped that students who are interested in applying for national examinations such as tour guides and tourism administration can have a better understanding of the current situation of the tourism industry.</p>	<p>2. (1) Introduction to laws and regulations related to the travel industry (2) Definition, types and characteristics of travel industry (3) Service methods of the travel industry 3. (1) Application for establishment, organization and operation of the travel industry (2) Relationship between travel industry and other tourism businesses 4. (1) Internal operations in the travel industry (passport, visa and license-related operations, group operations) (2) Mission trips in the travel industry 5. Emergency handling 6. (1) Management of tour guide business and leading tour operations (2) Management of tour leader business and leading operations 7. Run planning 8. Travel health care and first aid common sense, international etiquette 9. Public relations and crisis management in the travel industry 10. Government tourism organizations, international tourism organizations</p>
Organizational	The content and training provided by Organizational	1. Learn the basic theories and conceptual skills of

Behavior	<p>Behavior are similar to the middle and senior executive development programs in the industry, but the content is richer and more systematic. The course is designed to help students understand the behavior of individuals and others in organizations and groups. It is hoped that by the end of the semester, students will have a better understanding of themselves and have better interpersonal skills. Emphasis is placed on the "micro" level of organization, with topics including individuals, relationships, and groups discussed. The goal of the course is to help students develop the interpersonal skills they need to be an effective employee or manager, so the topics and content covered can allow learners to learn and sell at work or at home. The progress and teaching methods of the course are mainly based on the step-by-step text content report method, supplemented by problem discussion, case study, group activities, etc. It is expected that through the interaction and interaction between individuals and individuals, between individuals and groups, and between groups and groups in the classroom learning to lay the basic knowledge (non-knowledge) of behavioral science</p>	<p>organizational behavior</p> <ol style="list-style-type: none"> 2. Improve students' self-awareness and sensitivity, and be able to understand and analyze the behavior of themselves and others 3. Help students learn appropriate actions to take in different situations 4. Help students acquire interpersonal skills and skills with a broader perspective
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	and management for students, hoping to further cultivate students' active learning and responsible attitude, independent thinking and rapid response ability, as well as professional managers' ethical quality and expression ability.	
English in Tour Leaders and Tour Guides	Sightseeing English is not only used by tourists, but it is also necessary for tourism practitioners, especially tour leaders and tour guides, to use correct and fluent English. This course is different from pure tourism English, especially focusing on tourism, travel agencies, and even tour guide English required by tour guides. This course enables students who intend to engage in the tourism industry to have a basic understanding of English that may be used in practice, especially for students who intend to work in the field of tour leaders and tour guides in the future, to be able to use real-life English correctly.	This subject learns how to use correct English from the perspective of the tour leader and tour guide based on the situations encountered during travel. Tourism situations and topics include: tourism industry introduction, travel agencies and tour guides, air traffic, holidays and scenic spot guides, hotel accommodation, restaurant food, shopping, social etiquette, etc. In addition, students must also complete the archaeological questions of the team leader and tour guide examination and the training of oral guide English.
Tourism Japanese (II)	The course arranges single-character new word writing and pronunciation, grammatical structure, conversation exercises, exercises and other units, from which it introduces applicable themes in the field of tourism, and explains and explains various	<ul style="list-style-type: none"> ● 觀光用語 ● 見學用語 ● 案内所用語 ● 食??用法 ● 訂餐點餐收付款

	situations that will be encountered during sightseeing, including precautions, etiquette, and many more. The class also tells about the cultural characteristics of tourism in various counties and cities in Japan.	<ul style="list-style-type: none"> ● 買物用語 ● 商店家對話用語 ● 免稅用語 ● 藥妝店用語
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Consumer Behavior	<p>Consumers are the center of all business activities, because consumers' purchase decision will determine company's return. Consumer heavier is seen as core and foundation of all marketing activities. Understanding consumer behavior becomes the key to create a customer-centric organization that offers products and services fulfill consumer's need. The study of consumer behavior focuses on questions such as "why" do people spend their time and money on activities such as enjoying meals with family or friends, participating in concerts, donating blood and body organs.</p>	<p>Part 1: introduction to consumer behavior: consumer behavior and consumer research; creating marketing strategies for customer-centric organization.</p> <p>Part 2: consumer decision making: the consumer decision process; pre-purchase process: need recognition, search, and evaluation; purchase; post-purchase processes: consumption and post-consumption evaluation.</p> <p>Part 3: individual determinants of consumer behavior: consumer motivation; consumer beliefs, feelings, attitudes, and intentions</p> <p>Part 4: environmental influences on consumer behavior: culture, ethnicity, social class, family and household influences.</p> <p>Part 5: Influencing consumer behavior: making contact; shaping consumers' opinions; helping consumers to remember.</p>
Statistics(II)	This course is a continuation of the content of the	The content of this course is mainly applied statistics, such as

	first semester, focusing on applied statistics, introducing important theories and applications of statistics.	variance analysis, categorical data analysis, non-generated statistics, regression analysis, etc., to facilitate students to understand and be familiar with various statistical methods and their applicable timing.
Product Management and Innovation	This subject is a university course, mainly to teach basic product management and innovation knowledge, so as to let students know the basic knowledge and theory related to products. This course hopes to enable students to have basic product management knowledge.	It is hoped that through the study of this course, learners can not only enter the palace of product management and innovation management, but also acquire new knowledge about product management.
Guided tour	Students will study the theory and practice tour guide interpretation by means of lectures and discussions, including: the origin of theory, the functions of tour guide commentators, commentary media and service planning, etc., and use video teaching or practical visits to study, etc. The concept and various explanatory media are used in tourist services such as national parks, designated scenic areas, museums, zoological and botanical gardens, tourist areas or tourist factories.	Including: Introduction to Interpretation, Interpretation Media, Interpreters, Interpretation Principles, Interpretation Examples, Indoor and Outdoor Interpretation, Interpretation Facilities and Equipment, Interpretation Planning, Outdoor Education and Interpretation, Ecotourism and Special Tourists, Connotation of Environmental Education, Current Status of Environmental Education Promotion .
Tourism English	The design of this course is to learn the	This course introduces the English vocabulary and usage that will

	<p>corresponding English in the situations that tourists will encounter when they are engaged in tourism. After completing this course, in addition to being more familiar with the tourism industry, students can also learn correct basic English grammar, enrich English vocabulary related to tourism, strengthen English listening comprehension, and improve oral English expression skills.</p>	<p>be used in this situation in order according to the process of planning a trip and the situation that tourists will face every week. These situations/issues include: before the trip, at the airport, being on board, arrival, accommodation, transportation, restaurants, shopping, etc.</p>
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科目	本學科內容概述	本學科教學內容大綱
Statistical data processing and analysis	<p>Curriculum structure uses science to make correct judgments on data, and the subject of decision-making must be able to make wise judgments on uncertain affairs, that is, to make rational decisions based on rules such as collecting data, organizing data, analyzing data, and explaining meaning. This course introduces topics such as statistical charts, descriptive statistics, probability theory and t-test, analysis of variance, correlation analysis, and simple regression analysis. It is hoped that it can help</p>	<p>Introduction to SPSS, questionnaire data building, data editing and conversion, basic statistical analysis, reliability and validity analysis, exploratory factor analysis, cluster analysis, correlation analysis, cross-tabulation and chi-square test, mean comparison method, variance analysis , regression analysis, classroom practice exercises, questionnaire survey method application and thematic analysis</p>

	students understand basic statistical charts, and use scientific verification to apply knowledge to judge real life and solve decision-making analysis problems.	
Tourism Administration and Regulations	This is a course that combines theory and practical observation, discusses current tourism industry policy issues, and conducts in-depth discussions. Jufan tourism industry, tourism industry, tourism and entertainment industry, Boyi industry, national scenic spots, national parks, forest recreation areas, sustainable tourism, cultural tourism, festival tourism, world heritage, geological parks, sports tourism, exhibition tourism, cruise tourism Items such as administration, policy (or regulation) direction, difficulties faced or future development trends are discussed one by one.	<ol style="list-style-type: none"> 1. Introduction 2. Tourism administration and organization, southbound tourism policy 3. Cross-Strait Tourism Policy - Mainland Visitors to Taiwan 4. Promotion of Taiwan tourism resources policy 5. Promotion of Taiwan's international tourism marketing policies 6. Hotel industry 7. Travel industry 8. National scenic spots, theme parks 9. National Parks 10. Leisure farm, forest recreation area 11. Sustainable Tourism 12. Festival sightseeing 13. Cultural tourism 14. World Heritage Sites, Geoparks 15. Boyi industry, exhibition and tourism 16. Sports tourism, cruise tourism

sustainable tourism	<p>The content of this course is mainly divided into two parts. The first part is the theoretical basis, discussing the evaluation, planning, itinerary design, and strategic analysis of sustainable tourism, and in-depth discussions on environmental management, labeling and certification, and sustainable development of community tourism. It is supplemented by extended discussions on practice and cases. The second part discusses the cases of sustainable tourism, and discusses the sustainable management models of Taomi Ecological Village, Dabang Ecological Tourist Site, Shanlinxi Forest Ecological Resort Park, and wild animal sightseeing, so that students can understand the theory of sustainable tourism and can further understand the connotations.</p>	<ol style="list-style-type: none"> 1. Sustainable development of tourism 2. Evaluation of Sustainable Tourism Industry 3. Marking and certification 4. Itinerary design 5. Sustainable tourism planning
Crisis Communication and Management	<p>Mistakes and crises will inevitably occur during the marketing mix promotion process of an enterprise. This course aims to teach how to establish a correct concept of crisis and understand the basic principles and skills of</p>	<ul style="list-style-type: none"> ● Description and Crisis Service Failures and (Total) Remedial Strategies ● Various crisis communication models and theories ● Image maintenance strategies and apology methods ● Fear, organization-public relations, and behavioral

	<p>crisis prevention, preparation, handling and communication. A large number of crisis cases will be cited, so that students can truly master the practical skills of crisis management, crisis communication and media response from the examples, and strengthen students' crisis management capabilities.</p>	<p>intentions</p> <ul style="list-style-type: none"> ● Crisis Management from an Integrative Perspective
Local Characteristics and Creative Industry Management	<p>This course aims to introduce the current situation of local development at home and abroad and the difficulties they are facing, and integrate relevant theories with empirical cases for discussion. This course not only focuses on the systematic theoretical discussion of related research on local creation, but also emphasizes the practical connotation of local creation. The content of the course discusses the operation and marketing management of local creative industries from the perspective of integrating viewpoints and innovative thinking, and interprets the energy of creative industries from static to dynamic. Through this course, students can understand how a place utilizes its</p>	<ol style="list-style-type: none"> 1. The definition of cultural and creative industries, the constituent elements of cultural and creative industries, the characteristics of cultural and creative industries, and the types of cultural and creative industries 2. The development trend of the global cultural and creative industry and the main issues of the development of Taiwan's cultural and creative industry 3. Analysis of SWOT pros and cons of cultural and creative industries in various countries 4. Cultural commodity operation mode and product life cycle 5. Case introduction of cultural and creative parks 6. STP theory and positioning of cultural products 7. PCRV marketing mix, creative industry international marketing strategy 8. The connotation of cultural marketing, the types of cultural

	<p>characteristics and uses creativity to develop various marketing functions and strategies of various cultural and creative industries.</p>	<p>marketing, and the particularity of creative industries</p> <p>9. The connotation and trend of cultural consumption</p> <p>10. Experiential marketing, art industry marketing, experiential marketing and traditional marketing</p> <p>pin difference</p> <p>11. Discussion on Creative Cities, Creative Milieu, Creative Class, United Nations Creative Cities Network and European Capitals of Culture, Challenges of "Diversity" in Creative Cities</p> <p>12. Culture and Film</p> <p>13 Integrate performing arts resources, create the value of performing arts industry, and shape</p> <p>Taiwanese Contemporary Performing Arts Style, Art Marketing</p> <p>14 Sightseeing factory</p> <p>15th century cultural heritage</p>
Channel Management	<p>"Channel strategy management and retail strategy management are important fields of marketing and distribution, and are the necessary know-how for professionals.</p> <p>There are three main purposes of this course:</p> <p>1. Establish students' important basic theories, frameworks and knowledge in pathway strategy and management.</p>	<p>01</p> <p>1. Ch1 recognizes pathway strategies.</p> <p>2. (Supplementary) Introduction to the omnichannel system.</p> <p>02</p> <p>1. Ch2 End User Analysis.</p> <p>2. Class discussion.</p> <p>3. HW! Homework Report (Class Announcement).</p> <p>03</p>

	<p>2. Build students' important basic theories, frameworks and knowledge in retail strategy and management.</p> <p>3. Provide students with practical case discussions and speeches to help students apply what they have learned to the current channel and retail industry. "</p>	<p>1.Ch3 audit marketing channel.</p> <p>2. Class discussion.</p> <p>3. HW1: Homework report (classroom announcement).</p> <p>04</p> <p>1. Ch4 homemade or purchased pathway analysis.</p> <p>2. Class discussion.</p> <p>3. HW2: Assignment report (class announcement).</p> <p>05</p> <p>1. Ch5 pathway structure and strategy analysis.</p> <p>2. Class discussion.</p> <p>3. HW3: Assignment report (class announcement).</p> <p>06</p> <p>1. Ch10 manages access power. 2.Ch11. Access conflict management.</p> <p>3. Class discussion.</p> <p>3. HW4: Assignment report (class announcement).</p> <p>07</p> <p>Catch up or speech.</p> <p>09</p> <p>OPTIONAL:</p> <p>1. Ch9 emerging pathways and strategies.</p> <p>2. Ch12 Channel relationship management (optional)</p> <p>3. Ch13 channel policy vertical integration (optional).</p>
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		10. Interim case report 11. Part II. Retail Topics (1) 12.Part II. Topic on retail sales (2) 13.Part III. Topic on retail sales (3) 14. PART III presentation (Logistics or Wholesale). 15. Special research report
網路行銷 internet marketing	<p>Most firms are in business to win and outperform their competitors lastingly.</p> <p>Internet is new and critical tool helping firms to operate business with no limitations in time, space and boarder, especially more and more people using Internet as major way to communicate with the world (e.g, email, Facebook, Line).</p> <p>The class is about business model and strategies, Internet transaction environment, 4Ps in Internet marketing and what it takes for them to allow firm to gain competitive advantage in marketing through Internet.</p>	Part One: An Overview of Internet Marketing and Business Model Part Two: E-Marketing Environment Part Three: E-Marketing Strategy Part Four: E-Marketing Management

科目	本學科內容概述	本學科教學內容大綱
business ethics	<p>This subject is a university course. It is mainly to establish students' understanding of the basic knowledge, theory, structure, and related issues of corporate ethics. The focus of this course is to strengthen and cultivate students' cognitive ability, importance discrimination, ethical reasoning ability, ethical judgment ability, ethical dilemma problem-solving ability and organizational ethical decision-making ability on business ethics issues. It is hoped that this course can be used to cultivate students' humanistic quality, humanistic care and social care; to improve personal ethics in business, and to practice ethics in various business activities. We hope to help students become ethical and moral professional managers in the future. The content of this course will refer to the latest relevant domestic and foreign ethics teaching materials and course topics for course design and teaching.</p>	<ol style="list-style-type: none"> 1. The reason why people are human: ethical definition, ethical philosophy, values and beliefs. 2. Definition, importance, evolution and development of business ethics. 3. Main ethical and philosophical theories, framework and application of business ethics use. 4. Discussion on business ethics and company system and governance. 5. Marketing Professional Ethics 6. Information Professional Ethics 7. Production professional ethics 8. Human resources professional ethics 9. Financial Professional Ethics 10. R&D Professional Ethics 11. Service Professional Ethics 12. Ethical Issues of Globalization 13. Topic on ethical thinking training 14. Topic on corporate ethics practice (1) 15. Topic on corporate ethics practice (2) 16. Topic on corporate ethics practice (3)

		<p>17. Ethical practice: learning, thinking, and doing</p> <p>18. Reflection and development of corporate ethics Action: Put on an ethical show</p>
Marketing Research	<p>The main aim of the course is to enhance theoretical and practical understanding of leisure, tourism and hospitality marketing. The course also addresses various aspects of the topic like tourist place marketing, providing a baseline of current knowledge and examining the scope of research that should be applied to the further development of tourism and hospitality services marketing research. It is hoped that new research questions will be stimulated by highlighting tensions and challenges in the fields of leisure, tourism and hospitality.</p>	<p>The main aim of the course is to enhance theoretical and practical understanding of leisure, tourism and hospitality marketing. The course also addresses various aspects of the topic 'Selling Tourism Places', providing a baseline of current knowledge and examining the scope of research that should be applied to the further development of tourism and hospitality services marketing research. It is hoped that new research questions will be stimulated by highlighting tensions and challenges in the fields of leisure, tourism and hospitality.</p>
Destination Marketing	<p>The main purpose of this course is to enable students to understand the concept of tourism destinations, and to explore how destinations are marketed from the perspective of destination organizations. The main learning content consists of two parts: (1) Discussion on the basic theory of destination and marketing; (2) Case operation and</p>	<ol style="list-style-type: none"> 1. Destination formation elements 2. Destination type and organization 3. Destination stakeholders 4. Destination Product Mix Elements 5. The decision-making process of destination tourists 6. Market segmentation and positioning of destination tourists 7. Segmentation of Taiwan tourism market

	<p>application of destination marketing. And to enable students to understand the relevant theories of destination organization.</p> <ol style="list-style-type: none"> 1. Basic marketing principles and knowledge of destination marketing. 2. Actual operation of destination marketing cases. 	<ol style="list-style-type: none"> 8. Destination attractiveness, destination charm 9. Destination Attraction: Kotler Philip, Exploring Greater Asia (Ten Ways to Create Attraction) 10. Taiwan's tourist attractions 11. Destination Branding 12. Destination Imagery (Initial, Evoked, Composite) 13. Destination brand identity 14. Destination tourist experience, smart tourism 15. Destination marketing plan content 16. Destination digital marketing (Ms. Xu Shengcheng) 17. Destination tourism marketing case
Pricing Management	<p>The purpose of this course is to build students' theoretical basis and knowledge in marketing pricing strategies, and to deepen and activate what they have learned through practical case discussions and interactions. The course will adopt a dual-track teaching strategy of theory and practice.</p>	<p>The purpose of this course is to build students' theoretical basis and knowledge in marketing pricing strategies, and to deepen and activate what they have learned through practical case discussions and interactions. The course will adopt a dual-track teaching strategy of theory and practice.</p>
High-Tech Marketing	<ol style="list-style-type: none"> 1. Understand the basic concepts of technology marketing 2. Understand value co-creation in a technology environment 	<ol style="list-style-type: none"> 1. Strategic marketing planning for high-tech companies 2. High-tech companies' consideration of culture and atmosphere 3. Cross-departmental interaction between market orientation

	<p>3. Understand the marketing trends of the technology industry</p>	<p>and marketing research and development</p> <p>4. Partnerships, Alliances and Client Relations</p> <p>5. Marketing research in high-tech market</p> <p>6. Understand customers in high-tech markets</p> <p>7. Technology and product management</p> <p>8. Distribution channels and supply chain management in high-tech markets</p> <p>9. Pricing considerations in the high-tech market</p> <p>10. Marketing communication tools for high-tech markets</p> <p>11. Strategic Considerations for Marketing Communications</p>
Promotion and advertising	<p>In addition to introducing the basic concepts of advertising and the background of advertising, this course mainly allows students to understand advertising planning and strategy, media planning and purchasing, advertising creativity and production through practical methods. The purpose is to inspire students to combine theory and practice, plan advertising and media activities to develop marketing creativity, and create added value of products. It is hoped that students can learn following aspects from this course:</p> <p>1. Cultivate the concept of appreciation of</p>	<p>In addition to introducing the basic concepts of advertising and the background of advertising, this course mainly allows students to understand advertising planning and strategy, media planning and purchasing, advertising creativity and production through practical methods. The purpose is to inspire students to combine theory and practice, plan advertising and media activities to develop marketing creativity, and create added value of products. I hope that students can learn from this lesson</p> <p>1. Cultivate the concept of appreciation of advertising.</p> <p>2. Improve the ability to plan and produce advertisements.</p> <p>3. To assist in the preparation of future employment related to</p>

	<p>advertising.</p> <p>2. Improve the ability to plan and produce advertisements.</p> <p>3. To assist in the preparation of future employment related to advertising</p>	advertising
Tour Planning and Design	<p>This course will help students learn the basic concepts and practical techniques of itinerary planning through lectures and discussions. They will also explore the considerations of itinerary planning from the structure of the tourism market, analyze the cost structure of itinerary design, and understand the steps of itinerary planning. Other topics like experience activities, shopping and other basic elements are integrated and packaged, and the use of video teaching or practical visits will be implicated. It is hoped that students can apply the concept of tour planning and activity design principles to the packaging and packaging of travel products such as domestic tourism, overseas tourism, or Taiwan tourism.</p>	<p>Including: Introduction to Tourism Products, Market Analysis of Tourism Products, Tourism Products and Tourism Motivation, Overseas Tourism Agents and Valuation, Introduction of Tour Components, Tourism Product Development Strategy, Introduction to Tour Planning, Outbound Tour Planning, Inbound Tour and National Tourist Tour Planning, Special Tour planning.</p>
Special Project on Chemistry	<p>This course guides students to carry out special research projects in groups, emphasizing the</p>	<p>1. Discussion on practical topics 2. Literature review 3. Mid-term report 4. Writing practical topic proposals 5. Data</p>

	integration of financial industry professional knowledge and empirical research. It is expected to (1) strengthen the training of students' research methods and build the ability to integrate theory and practice; (2) cultivate students' independent thinking , teamwork, communication and coordination abilities; (3) Improve students' financial research ability and skills in writing business proposals; (4) Improve integrated financial academic and practical professional knowledge.	collection and empirical research 6. Writing practical topics 7. Final report
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4-1

科目	本學科內容概述	本學科教學內容大綱
Electronic Commerce	E-commerce (e-commerce) refers to the sale of products and services and the exchange of information by enterprises through the Internet; social media is a link that cannot be ignored in modern e-commerce. This course introduces the concepts and applications of social commerce. In addition to the theoretical discussion, this course also implements social business practice, so that	In order to enhance students' understanding of social business, students need to work in groups as a unit to carry out semester projects designated by teachers, submit relevant works within the designated period, and participate in cross-school competitions. The semester project for this semester is the marketing competition "The 5th Very Good Campus Community Business Competition". For details of the competition, please refer to the classroom description.

	<p>students can experience how the theory is applied in the practical field and examine its effectiveness, so as to have practical experience. In addition, in order to promote college students' concern for the society, so that they will not only have business skills but also humanistic care when they enter the workplace in the future, this course introduces the concept of public welfare in the classroom, and students will actually participate in public welfare in the form of semester projects.</p>	
retail management	<p>Channel strategy management and retail strategy management are important areas of marketing and distribution, and are the necessary know-how for marketing professionals today. There are three main purposes of this course: 1. To establish important basic theories, structures and knowledge for students in pathway strategy and management. 2. Build students' important basic theories, frameworks and knowledge in retail strategy and management. 3. Provide students with practical case discussions and speeches to</p>	<p>Channel strategy management and retail strategy management are important areas of marketing and distribution, and are the necessary know-how for marketing professionals today. There are three main purposes of this course: 1. To establish important basic theories, structures and knowledge for students in pathway strategy and management. 2. Build students' important basic theories, frameworks and knowledge in retail strategy and management. 3. Provide students with practical case discussions and speeches to help students apply what they have learned to the current channel and retail industry.</p>

	help students apply what they have learned to the current channel and retail industry.	
Professional Practice	This subject is a university course, mainly to cultivate students' practical skills, so that students can combine practice and theory.	Enhance students' understanding of the field of practice and practical work in various industries

4-2

科目	本學科內容概述	本學科教學內容大綱
Project Internship	This subject is a university course, mainly to cultivate students' practical skills, so that students can combine practice and theory.	Enhance students' understanding of the field of practice and practical work in various industries
customer relationship management	Customer relationship management is an indispensable ability for modern enterprises in a rapidly changing environment. If a company only pursues strong marketing but cannot maintain the relationship with customers, it will cause a revolving door effect that will affect the company's profitability and competitiveness. This course will lead students to understand the goals and concepts of customer relationship management; planning, analysis, and design of customer relationship management solutions; and the application of IT in customer	<ol style="list-style-type: none"> 1. Basic concepts of customer relationship management 2. Relationship marketing and the concept of customer value 3. Strategic customer relationship management 4. Import customer relationship management strategy 5. Loyalty Programs: Design and Results I 6. Loyalty Programs: Design and Results II 7. Evaluation and measurement of customer relationship management I 8. Evaluation and measurement of customer relationship management II 9. Marketing campaign management 10 Handling of customer dissatisfaction and complaints

	management.	11. Information technology and customer relationship management and precision marketing 12. Customer relationship management system
Cross-Cultural Issues in Tourism	The course introduces the relationship between tourism and culture. Cultural differences maybe are the attractiveness and hindrance of destinations. The course will review national or regional experiences and practices of destinations where cultural resources are driving or hindering overall the world. Chapters will explore how and why different regions developed their unique culture, including travel behavior, cuisines, etc. Vivid cases bring global cultures for class to discuss through each chapter.	Globalization, tourism and culture Cultural diversity Cultural Theories and Practices Cultural practices and tourism impacts on culture Culture and Cultural Differences Cultural Influences on intercultural communication Cultural influences on social interaction