



## 課 綱 Course Outline

### 體育與運動科學系學士班

|                                                                                                              |                                                                                                                            |                  |                    |                                                                                         |     |
|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|-----------------------------------------------------------------------------------------|-----|
| 中文課程名稱<br>Course Name in Chinese                                                                             | 運動與休閒行銷                                                                                                                    |                  |                    |                                                                                         |     |
| 英文課程名稱<br>Course Name in English                                                                             | Sport and leisure Marketing                                                                                                |                  |                    |                                                                                         |     |
| 科目代碼<br>Course Code                                                                                          | PE__32390                                                                                                                  | 班 別<br>Degree    | 學士班<br>Bachelor' s |                                                                                         |     |
| 修別<br>Type                                                                                                   | 學程<br>Program                                                                                                              | 學分數<br>Credit(s) | 2.0                | 時 數<br>Hour(s)                                                                          | 2.0 |
| 先修課程<br>Prerequisite                                                                                         |                                                                                                                            |                  |                    |                                                                                         |     |
| 課程目標<br>Course Objectives                                                                                    |                                                                                                                            |                  |                    |                                                                                         |     |
| 1.瞭解行銷的基本概念。<br>2.瞭解運動休閒行銷策略與實務應用。<br>3.瞭解運動休閒行銷個案之分析與解決能力。<br>4.培養運動休閒行銷的專業知識與專業人員訓練。<br>5.瞭解運動休閒行銷的國際未來趨勢。 |                                                                                                                            |                  |                    |                                                                                         |     |
| 系教育目標<br>Dept.'s Education Objectives                                                                        |                                                                                                                            |                  |                    |                                                                                         |     |
| 1                                                                                                            | 培養兼具人文與科學素養的優質體育師資。<br>To cultivate high-quality physical education teachers with both humanistic and scientific literacy. |                  |                    |                                                                                         |     |
| 2                                                                                                            | 培養專業化之運動科研人才。<br>To cultivate specialized professionals in sports science research.                                        |                  |                    |                                                                                         |     |
| 3                                                                                                            | 培養運動與健康促進之專業人才。<br>To cultivate professionals in sports and health promotion.                                              |                  |                    |                                                                                         |     |
| 系專業能力<br>Basic Learning Outcomes                                                                             |                                                                                                                            |                  |                    | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |     |
| A                                                                                                            | 具備體育教學的專業知識與能力。<br>To possess professional knowledge and competencies in physical education teaching.                      |                  |                    | ●                                                                                       |     |
| B                                                                                                            | 具備運動技能示範與指導的專業知識與能力。<br>To possess professional knowledge and competencies in demonstrating and instructing sports skills. |                  |                    | ●                                                                                       |     |

|   |                                                                                                                                                         |   |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| C | 具備健康體適能、運動處方及運動傷害處置的專業知能。<br>To possess professional knowledge in health-related physical fitness, exercise prescription, and sports injury management. |   |
| D | 具備運動科學研究的理論知識。<br>To possess theoretical knowledge in sports science research.                                                                          |   |
| E | 具備專項運動訓練的知識與實務經驗。<br>To possess knowledge and practical experience in specialized sports training.                                                      | ● |
| F | 具備體育行政與運動管理的能力。<br>To possess competencies in physical education administration and sports management.                                                  | ○ |
| G | 具備休閒運動規劃與行銷的能力。<br>To possess competencies in recreational sports planning and marketing.                                                               | ○ |

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱  
Course Outline

1. 社會趨勢與運動休閒行銷導論
2. 消費者行為的內涵/運動消費者市場與購買行為
3. 新產品開發與產品生命週期、產品管理
4. 運動休閒產品開發與產品生命週期
5. 市場區隔與定位/運動休閒產業區隔
6. 促銷策略
7. 訂價概念、制訂價格
8. 行銷通路管理

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議  
Course Requirements and Suggested Teaching Methods

1. 請準時出席，遲到15分鐘計一次遲到，兩次遲到視為曠課一次，遲到30分鐘計一次曠課，三次曠課出缺席以零分計算。
2. 請依規定時間繳交作業，遲交者作業總成績扣兩分。
3. 上課時請關閉電子通訊系統避免影響他人，如有違規者請全班喝飲料。

其他  
Miscellaneous