



Department of Marketing & Logistics Management

Introduction

The Department of Marketing & Logistics Management at Ling Tung University was established in 2001. Currently, we offer undergraduate classes for students studying in our day full-time program and evening program. Our four-year day program is composed of vocational high school graduates and evening program is composed of vocational high school graduates. There are 20% of the department's students are male, and 80% are female.

Mission

To train students so that they become creative and pragmatic professionals possessing an international perspectives, creative thinking skills, and an excellent knowledge of marketing and logistics management so as to meet the needs of enterprises.

Characteristics

- Help developing students' creative thinking skills and work ethic
- Offer programs in both marketing, logistics and service management knowledge
- Offer summer internships for students in the 4-year system
- Emphasize the combination of theory and practice
- Emphasize university-enterprise cooperation with domestic and foreign enterprises dealing with logistics and distribution
- Offer special training classes provided by the Council of Labor Affairs of the Executive Yuan — classes are team taught by departmental teachers and experts from local enterprises in order to prepare students for work after graduation
- Work with other departments to provide students with e-commerce programs, global logistics management programs, marketing winner competition software, and programs integrating manufacturing and business
- Provide the following facilities:
 - Supply chain management classroom
 - Case study classroom
 - Group decision-making support lab
- Provide access to the following software for teaching and research purposes:
 - Global operation simulation software
 - Marketing Winner
 - Beer Game
 - Boss simulation business operation system
 - Retail Expert
 - iLog

- CAPE
- FirstSTEP
- DMS Base

Course

The four-year program involves completing a minimum of 132 credits, with at least 105 of required credits and 27 of electives. The core courses are Marketing Management, Consumer Behavior Research, Marketing Planning and Research, Logistics, Distribution Management, E-commerce, Commerce Automation and Commercial English.

Faculty

In the spring semester 2011, this department consists of 13 full time instructors, one professor, three associate professors, six assistant professors and three lecturers. 76.9% of the faculty holds doctoral degrees, while 23.1% master's degree. Faculty members major in the fields of marketing management, logistics management and service management.

Facilities

The department is located on the fourth floor of the Bao-Wei building. In addition to the space allocated for administrative purposes, there are three laboratories including case study room, supply chain management laboratory, and group decision-making laboratory offered for the students.

Furthermore, Ling Tung University has a library offering both periodical journals and books focusing on marketing management, logistics management, e-commerce and others.

The department provides computer hardware and software, as well as system support. All of which are helpful for teaching and research.

Career Planning

Graduates of the Department of Marketing and Logistics Management are well prepared for graduate study in marketing & logistics management, information management, business administration and various other fields. They are also well prepared to enter enterprises needing employees with knowledge of marketing management and logistics management.

Student Life and Activities

- All new students are required to participate in a one-day orientation program. The program aims to introduce the history, organization, personnel, facilities and policies of the department and the university.
- The university offers a wide variety of scholarships, loans and work-study opportunities to undergraduate level students.
- The library building provides students a comfortable place to read, study and do research.
- In campus, there are many restaurants providing breakfast, lunch, and dinner. Convenience stores provide convenient service.
- Many stores, including department stores, marts and superstores, are located near the university.
- The university currently provides a girls dormitory.
- There are 10 bus lines available for students. The journey from school to the Taichung railway station takes about 25 minutes.

Students can choose to join any of the many student clubs.