

國立中山大學管理學院招生策略辦公室設置要點

College of Management Guidelines on the Establishment of the Admission Strategy and Marketing Office

111.03.10 110 學年度第 3 次院務會議通過

Approved by the 3rd College Affairs Council on March 10, 2022, Academic Year 110

111.04.21 校長核定

Approved by the university President on April 21, 2022

一、為整合本院資源及強化招生事務，依據本院組織章程第五條，設置本院「招生策略辦公室（Admission Strategy and Marketing Office, College of Management, ASMO）」（以下簡稱本辦公室），以延攬優秀學生。

I. The Admission Strategy and Marketing Office, College of Management (ASMO) (hereinafter referred to as “the Office”) is established in accordance with the University’s “Article 5 of the Organization Act of the College of Management” for the purpose of integrating the College’s resources and strengthening admissions affairs to recruit prospective students.

二、本辦公室之職掌如下：

- 1、協調與整合院內各單位資源，落實招生策略，執行招生工作。
- 2、分析及檢討院內各招生管道之成效，並進行修正。
- 3、統籌並規劃招生行銷策略、院形象行銷策略。
- 4、建置且維護管院網頁專業形象，並以招生為主軸。

II. Office Duties

1. Coordinate and integrate the College’s resources to establish and implement admission strategies for admissions affairs.
2. Analyze and evaluate the effectiveness of the admission channels and make adjustments.
3. Plan and develop marketing strategies for student recruitment and College branding.
4. Build and maintain a professional online presence for the College of Management, with a focus on student recruitment.

- 三、本辦公室置主任一名、副主任一至二名，由院長聘請本校專任教師兼任之，綜理本辦公室業務。並置行政助理人員若干人，協助相關工作推展。
- III. The Office is headed by one Director and one to two Deputy Directors, appointed by the Dean from among the University's full-time faculty to oversee its operations. Several administrative assistants are assigned to assist with related tasks.
- 四、本院設招生策略規劃委員會，協助規劃及執行各學制招生策略。由各系、所、學程指派一人組成，辦公室主任、副主任及院長(或院長指派副院長)為當然委員，必要時由辦公室主任協同院長邀請院內或院外專家擔任委員。
- IV. The College establishes the Admission Strategy and Marketing Committee to assist in planning and implementing admission strategies. The Committee comprises one appointed representative from each department, institute, and academic program; the Office Director, Deputy Director(s), and the Dean (or Associate Dean appointed by the Dean) serve as ex officio members. When necessary, the Office Director, in coordination with the Dean, shall invite internal or external experts to serve as committee members.
- 五、本要點經院務會議通過後，陳請校長核定後實施，修正時亦同。
- V. These guidelines shall be implemented upon approval by the College Affairs Meeting and subsequent approval by the President. The same procedure applies for any amendments.