

## 國立中山大學管理學院招生策略辦公室設置要點

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

111.03.10 110 學年度第 3 次院務會議通過

111.04.21 校長核定

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

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。

Article 1 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 the Management' for the purpose of integrate the College's resources and strength 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。

### Article 2 Office Duties

1. Coordinate and integrate the College's resources to establish and implement admission strategies for admissions affairs
2. Analyze and review the effectiveness of the admission channels and make corrections
3. Collect and plan admission strategies and College image marketing strategies
4. Build and maintain the website's professional image of the College of Management and focus on admissions

- 三、建置與維護管院網頁專業形象，並以招生為主軸。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。

Article 3 The Office establishes and maintains the website of the College of Management in support of the admission. The Office is formed by 1 Office director and 1 to 2 Office deputy director(s), the Dean assigns the positions from the University's full-time faculty members to manage the Office affairs. The administrative assistants shall assist with relevant work promotion.

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教或院外專家擔任委員。

Article 4 The Admission Strategy and Marketing Committee is formed by the College in support of the Office to plan and implement admission strategies. The Committee is composed of one appointed representative from each department, institute, and program; the Office director, the Office deputy director(s), and the Dean (or Associate Dean assigned by the Dean) as ex officio committee members. The Office director, together with the Dean, shall invite expert(s) from the College or the University as committee members when necessary.

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。

Article 5 This guideline, as well as its amendments, are effective upon approval by the College Affairs Council and the University President.

中英文版本如有抵觸或不相符之處，應以中文版本為準

The Guidelines in English are translated from the original Chinese. In the event of any discrepancies between the two versions, the Chinese version prevails.