朝陽科技大學 091學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	1269	Course Number	1269
授課教師	陳坤成	Instructor	CHEN,KUN CHENG
中文課名	行銷管理	Course Name	Marketing Management
開課單位	資訊管理系(四日)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程的教學目的在於使學生吸收相關的行銷管理的知識,並懂得理論之應用。本課程是所有相關之行銷課程之基礎,被視爲未來許多進階之行銷相關課程之基石,在此課程中將儘量呈現在學術與實務上有關行銷問題之因果關係,以供學生之實務應用。	Objectives	The goal of the course of Marketing Management is primarily that takes an exciting new direction in its quest to guide new marketing students down the intriguing, discovery-laden road to learning marketing . And we attempt to help students master the basic concepts and practices of modern marketing in an enjoyable and practical way . Achieving this goal involves a constant context for the best balance among the "three pillars" that support the text ---theories and concepts, practice and applications, and pedagogy.
教材	一.每週由老師先講該週的進度(預定1~2節) 二.第三節實際案例研討 三.期末針對本學期所學應用,作案例專案報告	Teaching Materials	
成績評量方式	評分標準: 一.課堂參與及討論: 20% 二.平常作業: 20% 三.期中考 20% 四.期末考 20% 五.學期末專題報告 20%	Grading	
教師網頁			
教學內容	一.行銷的一些基本概念 二.行銷上之市場定位 三.產品的定位與產品生命週期 四.市場行銷策略的擬定與實務的應用 五.資訊系統在行銷上的應用Data mining,OLAP analysis 六.實際案例的研討	Syllabus	1. Assessing Marketing's Critical Role in Organization Performance. 2. Building Customer Satisfaction Through Quality,Service and Value. 3. Winning Markets Through Market-Oriented Strategic Planning. 4. Managing Marketing Information and Measuring Market Demand. 5. Scanning the Marketing Environment. "Homework1" 6. Analyzing Consumer Markets and Buying Behavior and Data Mining application、OLAP analysis method. 7. Analyzing Business Markets and Business Buying Behavior. 8. Analyzing Industries and Competitors. "Homework2" 9. 期中考 10. Identifying Market Segments and Selecting Target Markets. 11. Differentiating and Positioning the Market Offering. 12. Developing New Products and Managing Life-Cycle Strategies "Homework3" 13. Designing Marketing Strategies for Market Leaders, Challengers, Followers and Nichers.

			14. Designing and Managing Global Marketing Strategies. 15. Managing Service Business and Product Support Services. "Homework4" 16. Designing Pricing Strategies and ProgramsAnd decision support systems for marketing 17. Managing Retailing、Wholesaling and Market Logistics "Final report" 18 期末考 教課書: Marketing Management —an asian perspective by Philip Kotler, Swee Hoon Ang, Siew Meng Lecong, Chin Tiong Tan 華泰書局代理 參考書: Contemporary Marketing 9/e by Louis E.Boone, David L. Kurtz 行銷學 陳慧聰 何坤龍 吳俊彥 譯 滄海書局 Marketing Information Systems—creating competitive advantage in the information age by Kimball P. Marshall

尊重智慧財產權，請勿非法影印。