朝陽科技大學 093學年度第1學期教學大綱
Marketing Management 行銷管理

當期課號	1422	Course Number	1422
授課教師	黃文星	Instructor	HUANG,WEN HSIN
中文課名	行銷管理	Course Name	Marketing Management
開課單位	企業管理系(四日)二A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程從完整的行銷管理之議題與程序導入，著重行銷機會與策略發展，以及發展行銷組合。引導學生認識行銷，分享行銷案。具體目標有三：1.建立以顧客爲中心的經營管理理念。2.學習如何選擇顧客，瞭解顧客需求，以發展行銷策略與任務；3.激發學生對行銷的熱情與潛力。	Objectives	This course begins with an introduction of the issues and process of marketing management. The content of this course combines the knowledge of target marketing and Marketing Mix. Go behind the scenes for an in-depth look at real marketing practices at large and small companies. To sum up, this course aims at: 1. establishing customer-oriented management thinking; 2. learning how to understand customers and how to use this understanding to develop your marketing task; and 3. arousing students' enthusiasm and their potentials of marketing.
教材	『行銷管理－亞洲實例』－謝文雀編譯、許士均校訂 華泰書局出版	Teaching Materials	
成績評量方式	學期考50% 期末報告50%	Grading	final exam 40% term paper 40%
教師網頁			
教學內容	首先介紹行銷管理的內容，其次，藉由行銷研究來瞭解消費者的需求、行銷環境及競爭對手，進而分析行銷機會。進行行銷規劃時，企業常常必須進行市場區隔，選定目標市場，再透過較佳的行銷組合以滿足消費大眾，STP行銷亦爲本科目的重點內容。	Syllabus	This subject first introduces the contents of the marketing management. With realizing the consumer's demand、 scanning the marketing enviroment and competitors, we can analyze the marketing opportunities. When the firms make the marketing planning,they often segment the markets and choose target markets.The firms can satisfy the consumers with a superior marketing mixes. STP is also the focus of this subject.

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