

朝陽科技大學 093學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	6056	Course Number	6056
授課教師	廖年欣	Instructor	LIAO,NEIN HSIN
中文課名	行銷管理	Course Name	Marketing Management
開課單位	工業工程與管理系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程有助於學生了解企業提供產品及服務時，所運用適當的行銷工具與技巧，知道企業在規劃行銷活動時，如何去整合有關的知識及資訊並加以應用。	Objectives	This course enables the students understanding the insights about how marketing tools and techniques must be adapted and modified for products and services, and facilitates students to integrate the necessary knowledge and expertise when get involved the activities of marketing processes in business.
教材	1. Philip Kotler, et al., (2003), Marketing Management: An Asian Perspective, 3rd Ed., Englewood Cliffs: Prentice-Hall International. 2. 謝文雀編譯(2000)，行銷管理—亞洲實例，第二版，台北：華泰。	Teaching Materials	
成績評量方式	期中、期末考試(50%)，及2次隨堂考(50%)。	Grading	Evaluation of median terms test, final terms fest (50%), and another two tests in class (50%).
教師網頁	http://www.cyut.edu.tw/~secret/sec_gen.php		
教學內容	行銷導論、新經濟行銷、顧客滿意、市場導向的策略規劃、行銷研究、分析行銷環境、市場需求衡量與預測、確認市場區隔與選擇目標市場、差異化與市場定位、產品生命週期之策略、選擇並管理行銷通路、設計訂價策略、設計促銷策略、國際行銷的策略設計、行銷績效之考核與監督。	Syllabus	The core concepts of marketing management, adapting marketing to the new economy, customer satisfaction, market-oriented strategic planning, marketing research, analyzing the marketing environment, measuring and forecasting market demand, identifying market segments and selecting target markets, differentiating and market positioning, managing product life cycles and strategies, selecting and managing marketing channels, designing pricing strategies and programs, designing communication and promotion strategies, designing strategies for the global marketplace, evaluating and control marketing performance.

尊重智慧財產權，請勿非法影印。