

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

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| 當期課號 | 6112 | Course Number | 6112 |
| 授課教師 | 黃淑琴 | Instructor | HUANG,SHU CHIN |
| 中文課名 | 行銷管理 | Course Name | Marketing Management |
| 開課單位 | 企業管理系(二進)三B | 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. 建立以顧客為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 | 1. 曾光華（2004），行銷管理－理論解析與實務應用。Tzeng, Kwang-Hwa, marketing management. 2. 授課教師提供講義。Handouts. 3. 其他推薦書籍： 楊必立、陳定國、黃俊英、劉水深、何雍慶（1999）行銷學，華泰文化。 黃俊英（2000）行銷學的世界，天下文化。 | Teaching Materials | |
| 成績評量方式 | 平時成績：20%（包含課程參與程度與出席狀況） 主題討論：15% 期中考：25% 學期報告：40%（期中構想提案：15%；期末書面與口頭報告25%） | Grading | Presence and participation:20% Discussion: 15% Mid-term examination:25%, Report:40% |
| 教師網頁 | - | | |
| 教學內容 | 本課程提供一系統性的架構，以了解目前行銷管理領域所面臨的問題，並藉由國內外企業個案，闡述行銷原理。主要包含五大內容： 1.行銷管理演進與基本概念 2.市場與環境分析（含消費者與組織購買行為） 3.策略行銷；Segmenting、Targeting、Positioning） 4.行銷組合工具（Product,Price,Promotion & Place） 5.當代焦點：國際行銷、網路行銷、服務行銷。 教學方法:課堂講授、實例示範、分組報告、CF、電影、主題討論 | Syllabus | An integrated framework is offered to explore the contemporary issues of marketing. The principle of marketing is discussed through case studies of domestic and overseas business organizations. The content of this course includes: 1. The basic concept of marketing and its evolution. 2. An analysis of the Market and its environment. 3. Strategic marketing; Segmenting, Targeting and Positioning. 4. Marketing mix (Product, Price, Promotion & Place) 5. Contemporary issues of marketing, including International Marketing, Internet Marketing and Service Marketing...etc. methods of instruction: lecture, demo, group presentation, CF, movies and discussions...etc. |

