朝陽科技大學 094學年度第1學期教學大綱
Marketing Management 行銷管理

當期課號	1107	Course Number	1107
授課教師	林孟璋	Instructor	LIN,MEMG JANG
中文課名	行銷管理	Course Name	Marketing Management
開課單位	企業管理系(二日)三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	1.Marketing Management.Philp Kolter 著.(11th.ed.)台北:華泰出版. 2.行銷學.鄭紹成著.台北:前程出版. 3.行銷學.王居卿.陳明杰譯.台北:前程出版.	Teaching Materials	
成績評量方式	口頭報告 10% 書面報告 20% 期中考試 25% 期末考試 35% 出席 10%	Grading	1.Oral report 10% 2.paper 20% 3.midterm exam 25% 4.Final exam 35% 5.present 10%
教師網頁			
教學內容	1.了解行銷管理的觀念及理論 2.行銷機會分析 3.發展市場策略 4.行銷決策之制定 5.管理與發展行銷方案	Syllabus	1.To understanding the concept and theory about marking management. 2.Analyzing marking opportunities. 3.Developing market strategies. 4.Shaping the market offering. 5.Managing and delivering marking programs. 5.

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