

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	7040	Course Number	7040
授課教師	周中理	Instructor	CHOU,CHUNG LI
中文課名	行銷管理	Course Name	Marketing Management
開課單位	企業管理系碩士班一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.Kotler, P., Marketing Management (11th ed.), Prentice-Hall. 2.Aaker, D.A.(2001), Strategic Market Management (6th ed.), New York : Wiley. 3.Strauss, J. and Frost, R. (2001) , e Marketing, 2nd ed., Prentice-Hall. 4.Kalakota, R. and Robinson, M. (2001) , E-business 2.0: roadmap for success, Addison-Wesley. 5.some journal papers	Teaching Materials	
成績評量方式	出席成績,簡報與書面報告:40% 學期各種測驗:60%	Grading	Attendance, Presentation and Reports 40% examinations 60%
教師網頁	-		
教學內容	第1-4週.行銷在組織中扮演的角色；顧客滿意的建立；策略性行銷管理程序 第5-9週.行銷環境的瞭解；市場行為分析；競爭者分析；市場區隔與目標市場選擇 10-14週.行銷定位；新產品開發與產品生命週期；產品管理；支援服務及服務業行銷 15-18週.訂價政策；通路管理；廣告管理；銷售管理顧客關係管理。 以上均配合個案討論，亦配合舉行學期各種考試	Syllabus	Weeks 1-4 :The marketing role in modern business; Establishing customers' satisfaction; The process of strategic marketing management Weeks 5-9 :The Marketing environment; consumer behavior and institutional market behavior; market segmentation and the selection of target market Weeks 10-14 :The product positioning; The development of new product; mid-term exam; Product management Weeks 15-18 :Pricing; Channel management; Promotion

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