

朝陽科技大學 095學年度第1學期教學大綱
Marketing Management 行銷管理

當期課號	3847	Course Number	3847
授課教師	陳素玲	Instructor	Chen,Su Ling
中文課名	行銷管理	Course Name	Marketing Management
開課單位	資訊管理系(四進)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程的教學目的在於使學生吸收相關的行銷管理的知識,並懂得理論之應用。本課程是所有相關之行銷課程之基礎,被視為未來許多進階之行銷相關課程之基石,在此課程中將儘量呈現在學術與實務上有關行銷問題之因果關係,以供學生之實務應用。	Objectives	The goal of the course of Marketing Management is primarily that takes an exciting new direction in its quest to guide new marketing students down the intriguing, discovery-laden road to learning marketing . And we attempt to help students master the basic concepts and practices of modern marketing in an enjoyable and practical way . Achieving this goal involves a constant context for the best balance among the "three pillars" that support the text ---theories and concepts, practice and applications, and pedagogy.
教材	另行公佈	Teaching Materials	will announce
成績評量方式	另行公佈	Grading	will announce
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行銷亦為本科目的重點內容。	Syllabus	This subject first introduces the contents of the marketing management. With realizing the consumer's demand、scanning the marketing environment 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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