

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

當期課號	7037	Course Number	7037
授課教師	周中理	Instructor	CHOU,CHUNG LI
中文課名	行銷管理研究	Course Name	Marketing Management Research
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	本學科為行銷管理領域之課程之一。修行此課程學生可以明瞭行銷管理研究並以實務研討，且提供有關論文之撰寫方向提升研究興趣。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，並根據這項瞭解發展公司提供的產品、制訂合理的價格、設計適合的銷售管道並展開宣傳促銷的商業過程。	Objectives	This course covers the major research topics of marketing management. It provides an assessment of the marketing management research filed. 1. To establish customer-oriented management thinking. 2. Learn how to understand customers and how to use these understanding to develop the marketing task.
教材	1.Kotler et al., Marketing Management:An Asian Perspective, 3th 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	1.Kotler et al., Marketing Management:An Asian Perspective, 3th 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
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 papers 40% examinations 60%
教師網頁	-		
教學內容	1.瞭解行銷管理 2.分析行銷機會 3.發展市場策略 4.4p策略 5.管理行銷方案	Syllabus	1.understanding marketing management 2.analyzing marketing opportunities 3.developing market startegies 4.shaping 4p alternatives 5.managing marketing programs

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