朝陽科技大學 095學年度第2學期教學大綱
Marketing Management 行銷管理

當期課號	3175	Course Number	3175
授課教師	吳文貴	Instructor	WU,WEN KUEI
中文課名	行銷管理	Course Name	Marketing Management
開課單位	企業管理系(二在)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.Kolter等著(2005)，謝文雀編譯，行銷管理－亞洲觀點三版，華泰文化出版。 2.課堂個案。	Teaching Materials	1.Kotler, P., Ang, S. H., Leong, S.M., & C. T. Tan(2005),"Marketing Management An Asian Perspective", 3th. ed., Hwa Tai Publishing.
成績評量方式	1.期中考：30% 2.期末報告：60% 4.課堂參與：10%	Grading	1.Mid-term exam.:30% 2.Term paper: 60% 4.Class participation:10%
教師網頁			
教學內容	3/7，ch1、2行銷管理簡介：界定21世紀的行銷、使行銷適應新經濟 3/14，ch3建立顧客滿意、價值與留住顧客 3/21，ch6掃瞄行銷環境 3/28，ch7分析消費者市場與購買行爲 4/4，ch8組織市場與組織購買行爲分析 4/11，ch9因應競爭 4/18，ch10確認市場區隔與選擇目標市場 4/25期中考 5/2，ch11,12,14產品決策與品牌策略 5/9，ch16設計定價策略與方案 5/16，ch17、18行銷通路與零售物流 5/23，ch19整合行銷溝通 5/30，ch13,15國際行銷、服務業行銷 6/6，ch4,5,22行銷策略規劃與控制 6/13，期末報告 6/20，期末報告 6/27期末考	Syllabus	3/7，ch1、2 Introduction 3/14，ch3 Customer Value 3/21，ch6 Environment Scanning 3/28，ch7 Customer behavior 4/4，ch8 Organization buying behavior 4/11，ch9 Competition 4/18，ch10 Segmentation, Target, & Position 4/25 Mid-term Exam. 5/2，ch11,12,14 Product Strategy 5/9，ch16 Pricing Strategy 5/16，ch17、18 Marketing Channel 5/23，ch19 Integrated Marketing Conmunication 5/30，ch13,15 International Marketing、Service Marketing 6/6，ch4,5,22 Marketing Strategy Planning and Control 6/13，Presentation 6/20，Presentation 6/27 Final Exam.

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